

SELF STUDY REPORT

ACCREDITATION REPORT CYCLE - 1

Submitted to



NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC)

(An Autonomous Institution of the University Grant Commission)

POST BOX No. 1075, NAGARBHAVI, BANGALORE – 560 072

Submitted by



VIVEKANANDHA

INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

Elayampalyam – 637 205, Tiruchengode, Namakkal(Dt), Tamilnadu, India

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Prof. Dr.M.KARUNANITHI, B.Pharm.,M.S.,Ph.D.,D.Litt.,
Chairman & Secretary

“A woman is the full circle. Within her is the power to create, nurture and transform.” ~Diane Marie child.

Envisioning the women empowerment as the need of the hour Vidhya Rathna **Prof.Dr.M.Karunanithi,B.Pharm.,M.S.,Ph.D.,D.Litt.,** started Angammal Educational Trust in 1987 with the vision of promoting technical and professional education exclusively for women. Presently there are 19 educational institutions sponsored by the trust offering education to 23,000 women students in various disciplines such as Management, Engineering, Arts & Science, Pharmacy, Dental and Nursing under one roof. Women from rural as well as urban areas from all over India have been provided with excellent opportunities to pursue education under one vast campus in a serene atmosphere. Vivekanandha Institute of Information and Management Studies is part of this educational conglomerate offering MBA and MCA programmes exclusively for women.



VIVEKANANDHA

INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES

Sponsored by

ANGAMMAL EDUCATIONAL TRUST

Tiruchengode, Namakkal(Dt), Tamil Nadu, India

VIVEKANANDHA
INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES
ELAYAMPALAYAM

NAAC STEERING COMMITTEE

S.NO.	FACULTY NAME	DESIGNATION
1.	Dr.A.Somu	Director
2.	Mrs.P.Sharmila	NAAC Coordinator
3.	Dr.M.Lathanatarajan	IQAC Coordinator
4.	Dr.P.Kamaraj	HOD/MBA

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INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES
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SELF STUDY REPORT COMMITTEE

S.No.	Faculty Name	Designation
1.	Dr.A.Somu	Director
2.	Mrs.P.Sharmila	NAAC Coordinator
3.	Dr.M.Lathanatarajan	IQAC Coordinator
4.	Dr.P.Kamaraj	HOD/MBA
5.	Dr. V.Mohanasundaram	Professor/MBA
6.	Mr.T.Krishnakumar	Asso. Professor / MBA
7.	Dr.P.Prem Delphy	Asso. Professor / MCA
8.	Mrs.E.Deepa	Asst. Professor/MBA
9.	Mr.S.Senthilkumar	Asst. Professor / MBA
10.	Mr.R.Miyalvaganan	Asst. Professor/MBA
11.	Mrs.S.Prasanthi	Asst. Professor/MBA
12.	Mrs.S.Anitha	Asst. Professor/MCA
13.	Ms.J.Kokilavani	Asst. Professor/MCA
14.	Mr.M.Karthik	Asst. Professor/MCA
15.	Mrs.D.Kalaivani	Asst. Professor/MCA
16.	Mrs.J.Srimathi	Asst. Professor/MCA
17.	Mr.S.Tamilselvan	Asst. Professor/MCA

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PART – A

PREFACE

PREFACE

Vivekanandha Institute of Information and Management Studies was established in the year 2002 as part of Angammal Educational Trust run by Vidhya Rathna **Prof.Dr.M.Karunanithi, B.Pharm.,M.S.,Ph.D.,D.Litt.**, The institute offers MBA and MCA programmes being affiliated to Anna University, Chennai and approved by AICTE, New Delhi.

The campus is a township in itself and is ideally equipped with the best modern infrastructure and amenities. The peaceful and serene environment stimulates learning and creates an atmosphere where students focus on their academic work and live in a close companionship with nature. Their passion for supreme quality education is evident in every endeavour undertaken at the institute. The institute is proud of its great intellectual capital of faculty consisting of dedicated thought leaders equipped with rich industry experience. They provide the students a powerful platform to stand strong to face the global competitive climate in the corporate sectors; an infrastructure that can compete with the best and; a curriculum that is upgraded regularly to keep in tune with industry needs. Concerted effort on the part of the management, the faculty and the staff enables the students to groom and contribute towards a global corporate order. A robust interface with Industry is ensured through Guest Lectures delivered by Eminent Academicians and Industrial Practitioners, Workshops, Conferences, Seminars, Live Projects, Industrial visits and In-plant Training. A symbiotic relationship is encouraged between the industry and the academia through a mutual exchange of practical and theoretical aspects of knowledge.

Realizing the significance of quality in higher education, our institution integrates the guidelines laid by NAAC in scheduling and effecting of the institution's governance and administration. One such initiative by our institution is to align ourselves with the assessment and accreditation process of NAAC. As a first step we are hereby set for the first cycle accreditation.

The SSR as required is compiled with the great zeal of effort by the faculty members keeping in mind the various institutional aspects under the seven criteria.

- Curricular Aspect
- Teaching-Learning and Evaluation
- Research, Consultancy and Extension
- Infrastructure and Learning Resources
- Student Support and Progression
- Governance, Leadership and Management
- Innovation and Best Practices

The preparation of SSR was an enriching experience which helped us to consolidate our institution's strengths and challenges. It also has paved the way to set our future plans and quality benchmarks. We are very happy to submit our SSR prepared in compliance with NAAC requirements.

DIRECTOR

PART – B

EXECUTIVE SUMMARY

CRITERION I: CURRICULAR ASPECTS

Our institute the Vivekanandha Institute of Information and Management Studies (VIIMS) offers MBA and MCA programmes. The Institute was established in the year 2002 in a remote location, committed to impart quality higher education and attracts graduate women from across the country.

Our institute focuses on continuously providing Management and Technology education to empower women to be economically independent and socially responsive. The mission of our Institute is to employ appropriate learning methods with modern tools & techniques, to groom students into technically competent and ethically strong, quality professionals.

Our Institute is affiliated to the Anna University, Chennai since inception and strictly follows the framework of syllabus and overall guidelines formulated by the university. Anna University regularly upgrades the curriculum and syllabi to International standards which gives our students the benefit of learning the cutting edge technology. To ensure effective curriculum delivery, each faculty prepares a detailed course plan before the commencement of the semesters.

Additionally our Institute regularly organizes workshops and seminars to enhance the skills of the students and the faculty on the subject matter. With a view to provide additional skills and strengthen career opportunities our institute arranges programmes to address requirements on latest technology, personality development, motivation, etc., delivered through in-house bodies (EDC & Placement Cell) and external agencies. Demonstrating consistency in high capabilities our institute earned recognized research centre of Anna University and is offering Ph.D. programmes since 2011.

Our Institute receives feedback from the stakeholders and is discussed in academic committee meetings conducted periodically and are considered with due concern to cater the needs of the student community and the society as a whole.

CRITERION II: TEACHING - LEARNING AND EVALUATION

Our Institute gives prime focus on Teaching-Learning process. Transparent admission process deployed by our Institute ensures the seat availability for deserving candidates. Our Institute takes progressive steps to expand and enhance the knowledge through orientation and bridge course for

the fresher's. The periodically updated student profiles help the mentors to understand the differential requirements of each student.

A well-defined teaching learning process evolved over the years is followed by our Institute. Beyond the stipulated academic hours, the student spends more than 20% of an effort to get an exposure on Industry Orientation, International Exposure and latest trends. The Teaching-Learning effectiveness is strengthened through the linkage formed with nationally acclaimed institutions that brings qualitative and creative research output. Our Institute ensures Higher "Learning Effectiveness" through the usage of modern techniques such as e-learning resources from NPTEL, NME-ICT, OPAC and DELNET.

Our Institute promotes high teacher quality by providing professional and friendly atmosphere and to utilize the services needed for research and Teaching learning process with a good infrastructure. With this support, four of our faculty have acquired their Ph.D., and nine of our faculty are pursuing their research programme. A large number of research articles are published in National and International Journals which have prominently remarked the quality of our faculty members. Faculty members equip themselves with the latest trends in the field of knowledge by participating in Faculty Development Programmes, organizing workshops, seminars and conferences.

Affiliated to Anna University, our institute strictly adheres to the evaluation pattern stipulated by the university. Periodical assessment of the learning outcomes is systematically tracked. Based on the assessment outcomes, the "advanced learners" and "slow learners" are identified. Remedial classes are conducted for slow learners and advanced learners are continuously encouraged to do various activities such as paper presentation, publications in Journals, special projects etc. Faculty Delivery Quality is also scrutinized for improvements by collecting feedback from students and External peers.

The collected feedback is analyzed and the outcome of the feedback helps to improve the standard of teaching learning process.

CRITERION III: RESEARCH, CONSULTANCY & EXTENSION

The departments of MBA and MCA have been recognized as a research centre by the Anna University. A research committee chaired by the

Director is in operation to promote and monitor the research initiatives. The academic schedule of the Institute is planned in such a way that it ensures sufficient scope for R&D.

The Management of the institution is offering extended support in terms of seed money, access to infrastructure facilities and manpower to the research activities. Research committee plays a crucial role in developing scientific temper, research culture and research aptitude among the staff and students by organizing periodical seminars, conferences, workshops and guest lectures. The institute has organized 6 National and International conferences, 41 workshops, 50 Guest Lectures and 23 up-gradation programs to strengthen the research expertise of the institution in last four years.

With the support of experienced faculty members, the institute has successfully completed 14 funded projects worth ₹29.20 lakhs in the last four years. The Institute aggressively persuades the staff and students to work on creative and innovative research ideas in their research proposals. Five new research proposals with an estimated cost of ₹26.90 lakhs are awaiting approval of the funding agencies.

With the view to provide field experience to students and to take technology to the Industry, our Institute has taken up consultancy projects. So far, three projects have been completed and two are in progress.

Our Institute organizes periodic International Conferences on current topics and has published six edited books with ISBN number in the last four years. Also the Institute brings out two bi-annual journals with ISSN.

Apart from the library support, the Institute has a dedicated computer lab for research activities with the required software resources.

Apart from the core academic activities, the institution is engaged in extension activities for the well being of the society. One such event “Trade Fair – College Bazaar”, is organized to promote the businesses of rural Women Self Help Groups. So far, three such fairs have been organized with the earning of ₹20 lakhs in all.

To create social awareness among the students, the NSS organizes the programmes on Women Entrepreneurship, Environment, Personal Health, Blood donation camps, child abuse awareness programs. “MITHRA”- an extension activity to inculcate charity mindset among the students is also organized.

CRITERION IV: INFRASTRUCTURE AND LEARNING RESOURCES

Our eco-friendly and pollution-free Institute is committed to provide the best possible learning environment to the students. The 16 large well-equipped class rooms are ICT-enabled. Four well-equipped computer laboratories and an embedded systems laboratory are maintained with uninterrupted power supply of 40 KVA.

Fully air-conditioned and adequately equipped Seminar Hall and a Conference Hall are utilized for departmental functions and a state-of-the-art air-conditioned common auditorium is utilized for the general functions.

The library of our Institute is a dynamic repository of hard and digital intellectual resources. Spacious libraries automated with library management package “Modern lib” and catalogued with the ‘OPAC’ house a collection of 18,486 books and 44 journals for academic and research activities. The library is also networked with INFLIBNET for downloadable e-resources. The library committees play a vital role in planning and executing the library activities. The digital library has online e-journals subscriptions for staff and students to access e-journals and DELNET services. The library is also supported with reprography and photography facilities.

Our ICT infrastructure connects the learning community to the global network of knowledge and information, making them to communicate with their counterparts anywhere in the world. The Institute has remarkably high computer student ratio, LAN facilities, Wi-Fi connectivity of 10 Mbps.

For students, a Wi-Fi enabled deluxe hostel with 100 well-furnished rooms supported with adequate facilities is available; Staff Quarters with 24 houses are available for staff members. Availability of a hospital within the campus ensures 24x7 supports to take care of health emergencies by providing Call taxi facility, Ambulance facility, and Service of Doctor on-call.

The institute has a well-furnished canteen to provide healthy and hygienic food to all the students and staff. City Union Bank and Indian Overseas Bank ATM functions within the campus. The RO Plant deployed in the college caters to the need of the whole campus.

Our Management is generous in enhancing the infrastructure as and when needed which promotes a good ICT-enabled environment. All our

developmental efforts are envisaged and geared in accordance with the infrastructural policy that the institute has articulated.

CRITERION V: STUDENT SUPPORT AND PROGRESSION

Our institute has carefully created a learning environment which is actively backed up with Student support Services to develop Student Potential and achieve Career Goals. These Student Support service frameworks include Physical, Emotional, Financial and Educational Grooming.

The Physical Support Facilities extended to the students includes Free Transport Facility, Health Insurance, Health care, Hostel etc.

An emotional well being of the Students is ensured through various Measures –International Seminars, Club Events, Mentoring Support, Cultural Events, and Sports Activity.

Our Institute provides financial support in the form of fee waiver and free education to meritorious students, economically weaker sections and who excel in sports.

Many Large MNC's & Indian Companies have tie up with our Institute to absorb our student's requirements. Additional training through the Placement Cell strives for the successful transformation of the students. The Institute has strong "Industrial Connect Initiatives" established through Entrepreneurship Development Cell (EDC), Out Bound training, College Bazaar.

The academic, personal, career and psycho-social aspects of the students are taken care by various committees that support the student's welfare

CRITERION VI: GOVERNANCE, LEADERSHIP AND MANAGEMENT

The institute has clearly defined the vision, mission and its quality policy. This is clearly stated and informed to all the stakeholders of the institution.

The Board of Management is the Top Management committee that controls the institute functioning. The Management believes in participative management and a decentralized system is followed. Different committees such as IQAC, Placement Committee, Student Welfare Committee &

Discipline Committee, Exam Committee, Grievance and Redressal Cell, Anti Ragging cell etc. coordinate for the efficient and effective administration.

All the activities aim at academic excellence for holistic and quality education. The Managing Committee, Director, Staff and Student Council participate in decision making, execution and evaluation of the practices and functions of the institute.

The organizational structure decentralizes the power and responsibilities. The academic and co-curricular activities are planned and carried out according to the policies and plans to accomplish the desired outcomes. The merits are recognized and shortcomings are addressed and redressed by the Director, HoD, mentors and the Grievance Redressal cell.

Sustenance of the organizational culture is achieved through constant rejuvenation programmes. The Management adopts a strategy of careful faculty recruitment and the fresh recruits are given an intense orientation in the beginning of the academic year to imbibe the core values and ethos of the institute. Professional competence of the staff is updated regularly. Mechanisms for regular performance appraisal of staff have been evolved to ensure academic excellence.

The Budget is carefully planned for the academic and administrative activities and it is optimally utilized. It is monitored by the internal and external audits. Participatory leadership and teamwork reflect the core values and ethics of the institution. The grievances and complaints of the students are redressed immediately. All the plans and activities of the institute are discussed based on the feedback from various stakeholders.

The IQAC enhances and sustains the quality by keeping in mind the institution's policy to empower and educate women for employability. The IQAC is committed to promote and maintain value-based and holistic education and counselling the students to be the agents of social and environmental changes.

CRITERION VII: INNOVATIONS AND BEST PRACTICES

The institute has laid special emphasis on Environmental Consciousness. It conducts green audit and awareness about environmental issues, programme to encourage the utilization of renewable energy sources. Institution is committed to implement all suitable measures and initiatives to make the campus eco-friendly. On energy front, the usage of lights, fans, air conditioners are used only at essential time and places. The CFL and LED bulbs are used wherever required. Solar power is used for heating water in

hostel. All the buildings are provided with Rain water harvesting facility to maintain the water table, resulting in a marginal improvement in the ground water in the campus. On waste management front, measures are taken to check the emission of carbon dioxide and effective disposing off the e-waste.

The success of innovation is evident by sustainable development. The institution initiates a number of innovative methods to add value to quality enhancement of students. The classrooms environment is modified to enable multimedia presentation for student seminar, discussion and collaborative learning. Activity hours enable all the students to engage in group discussions, just a minute presentation and mock interviews. Students are provided with opportunities to interact with community leaders and professionals through guest lecture series, seminars, conferences. Students can become the members of various professional bodies such as MMA, ISTE and enrol in value addition centres such as D²RC, E-Logic, EeZe and Vetri IAS academy. Feedbacks are periodically collected from the students on staff performance, infrastructure and support services to identify the problems and necessary action. Class committee meetings are conducted regularly to ensure corrective measures in academic matter. Financial supports are provided to the students from the economically disadvantaged sections to facilitate their completion of studies. In addition to the academic performances, the students make use of the holistic learning environment being provided. College Bazaar, a trade fair event is conducted annually with the participation of self help groups. This event helps the students to apply the latest marketing strategies and innovative product design. Apart from academic programmes, community-oriented programmes are periodically organized on Health and Hygiene, Blood donation, Anti plastic and Road safety.

Among the many best practices that contribute to better academic and administrative functioning, the following two practices are mentioned.

Outbound Training: The major focus of the outbound training is designed to help the participants to improve the leadership capabilities and team work. The trainings provides scope to gain powerful and immediate insights into the work situations, relate better with co-worker, to enhance teamwork sprit, inculcate the habit of taking risk, improving communication & planning better

Vivekananda Scholarship Eligibility Test (VSET): The goal of this practice is to motivate the meritorious undergraduate women students to pursue post graduate study in MBA and MCA by providing scholarship. The students from different places and different background create an environment for conducive learning. As a result, the academic and placement achievement of the class has been very impressive.

SWOC ANALYSIS

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> ❖ Exclusive women institution catering to the educational needs of rural students. ❖ Participatory and Committed management ❖ Transparent governance and administration ❖ Qualified human resources. ❖ Focus on holistic development ❖ Effective Teaching and Learning process ❖ Good academic ambience ❖ Exposure to academic and industry experts ❖ Recognized as the Anna University Research centre for both MBA and MCA programmes ❖ Encouragement for Research and Consultancy. ❖ Collaboration with other Universities ❖ Rich student support activities. ❖ Entrepreneurship Development Cell ❖ State of the art infrastructure ❖ Computer laboratories with latest software ❖ Well stocked library with e-resources and it continuous up gradation ❖ Wi-Fi campus ❖ Free commutation provided by the management to all the students and faculty members. ❖ Residential facility ❖ Centrally located campus 	<ul style="list-style-type: none"> ❖ Being an affiliated college there is a lesser flexibility in design and development of curriculum. ❖ Progression to higher education to the Post PG(M.Phil., Ph.D.,) is low due to the poor economical background of the students
OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none"> ❖ Has ample scope to develop the Institute as a Centre of Excellence. ❖ Greater scope for Consultancy with industries and organizations ❖ More funds can be availed from various research bodies as most of the faculty members are Ph.D. holders ❖ Faculty and students can participate in seminars/conferences/workshops.FDP/S DP conducted by our sister concerns in view of their close locality 	<ul style="list-style-type: none"> ❖ Changing attitude of students towards social values. ❖ To motivate the students to pursue higher studies and research. ❖ To motivate the faculty to keep pace with constant changing parameters in Higher Education ❖ To improve the communicative and quantitative skills of the students as most of them are from socially and economically weaker background. ❖ The mobility of students in accordance with the placement

PART – C

PROFILE OF THE INSTITUTION

PROFILE OF THE INSTITUTION

1. Name and Address of the College:

Name : Vivekanandha Institute of Information and Management Studies
Address : Elayampalayam (Po), Tiruchengode Tk, Namakkal Dt.
City : Namakkal **Pin** : 637205 **State** : Tamil Nadu
Website : www.viims.ac.in

2. For Communication:

Designation	Name	Telephone With STD code	Mobile	Fax	Email
Director	Dr.A.Somu	04288 – 234030	94433 16537	04288 – 234130	mbapincipal@gmail.com
HOD/MBA	Dr.P.Kamaraj		99656 08181		kamarajmlp@gmail.com
Steering Committee Coordinator	Prof.P.Sharmila HOD/MCA		99620 33621		dhayasharj@gmail.com

3. Status of the Institution:

Affiliated College	✓
Constituent College	-
Any other (specify)	-

4. Type of Institution:

a. By Gender

i. For Men	-
ii. For Women	✓
iii. Co-education	-

b.. By Shift

i. Regular	✓
ii. Day	-
iii. Evening	-

5. It is a recognized minority Institution?

Yes

No

If yes, specify the minority status (Religious/Linguistic/any other) and provide documentary evidence.

6. Source of funding

Government	-
Grant-in-aid	-
Self-financing	✓
Any other	-

7. a. Date of Establishment of the College:

24-05-2002

b. University to which the College is affiliated/or which governs the College (If it is a Constituent College)

Anna University, Chennai

c. Details of UGC recognition:

(Enclose the Certificate of recognition u/s 2(f)&12(B) of the UGC Act)

Under section	Date, Month & Year (dd-mm-yyyy)	Remarks (if any)
2 (f)	-NA-	Applied
12 (B)	-NA-	Applied

d. Details of recognition/approval by statutory/ regulatory bodies other than UGC.

AICTE

Under Section/ Clause	Recognition/Approval Details Institution/Department/ Programme	Day, Month and Year (dd-mm-yyyy)	Validity	Remarks
MBA	F.No. Southern/1-2456201665/2015/EOA	07-Apr-2015	One year	-
MCA	F.No. Southern/1-2454396354/2015/EOA	07-Apr-2015	One year	-

8. Does the affiliating university Act provide for conferment of autonomy (as recognized by the UGC), to its affiliated Colleges?

Yes

☒

No

☐

If yes, has the College applied for availing the autonomous status?

Yes

☐

No

☒

9. Is the College Recognized?

a. by UGC as a College with Potential for Excellence (CPE)?

Yes

☐

No

☒

b. for its performance by any other governmental agency?

Yes

☐

No

☒

10. Location of the campus and area in sq.mts:

Location	Rural
Campus area in sq. mts.	9519
Built up area in sq. mts.	5300

11. Facilities available on the campus (Tick the available facility and provide numbers or other details at appropriate places) or in case the institute has an agreement with other agencies in using any of the listed facilities provide information on the facilities covered under the agreement.

❖	Auditorium/seminar complex with infrastructural facilities	✓
❖	Sports facilities	

	Playground	✓
	Swimming pool	-
	Gymnasium	✓
❖	Hostel	
	Boys' hostel	-NA-
	i. Number of hostels	-
	ii. Number of inmates	-
	iii. Facilities	-
	Girls' hostel	✓
	i. Number of hostels	1
	ii. Number of inmates	115
	iii. Facilities	✓
	<i>Gym, Reading Room, Television, Consulting doctor, internet, Wi-Fi facilities, RO water plant, Generators, CCTV security at Gate, Bio-metric attendance system</i>	
	Working women's hostel	-NA-
	i. Number of inmates	-
	ii. Facilities	-
❖	Residential facilities for teaching and non-teaching staff	✓
❖	Cafeteria	✓
❖	Health centre	✓
	First aid, Inpatient, Outpatient, Emergency care facility, Ambulance	✓
	Qualified Doctor Full Time: - Part Time:	✓
	Qualified Nurse Full Time: - Part Time:	✓
❖	Banking, ATM, Book shops	✓
❖	Transport facilities to cater to the needs of students and staff	✓
❖	Animal house	-
❖	Biological waste disposal	✓
❖	Generator or other facility for management / regulation of electricity and voltage	✓

❖	Solid waste management facility	✓
❖	Waste water management	✓
❖	Water harvesting	✓

12. Details of programmes offered by the College(academic year 2014-15)

Sl. No	Programme Level	Name of the Programme / Course	Duration	Entry Qualification	Medium of Instruction	Sanctioned / Approved Student Strength	No. of Students Admitted
1.	Post-Graduate	MBA	2 Years	10 th + 12 th + 3/4yrs UG degree	English	120	104
2.	Post-Graduate	MCA	3 Years	For Regular: 10 th + 12 th + 3 UG degree with mathematics as a course at 10+2 level or at Graduate level For Lateral Entry: 3 years UG degree in BCA, B.Sc. (Information Technology / Computer Science) with mathematics as a course at 10+2 level or at Graduate level	English	120	102 (Lateral Entry)

13. Does the College offer self-financed Programmes?

Yes ☒ No ☐ -

If yes, how many?

14. New programmes introduced in the College during the last five years if any?

Yes No ☒ Numbers

15. List the departments: (respond if applicable only and do not list

facilities like Library, Physical Education as departments, unless they are also offering academic degree awarding programmes. Similarly do not list the departments offering common compulsory subjects for all the programmes like English, regional languages etc.)

Faculty	Department	UG	PG	Research
Science	-	-	-	-
Arts	-	-	-	-
Commerce	-	-	-	-
Any Other (specify)	MBA	-	✓	✓
	MCA	-	✓	✓

16. Number of Programmes offered under (Programme means a degree course like BA, B.Sc, MA, M.Com.,...)

a. Annual system	-
b. Semester system	✓
c. Trimester System	-

17. Number of Programmes with

a. Choice based credit system	-
b. Inter / multidisciplinary approach	-
c. Any other (specify and provide details)	✓

18. Does the College offer UG and/ or PG programmes in Teacher Education?

Yes	-	No	✓
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19. Does the College offer UG or PG programme in Physical Education?

Yes	-	No	✓
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20. Number of teaching and non-teaching positions in the Institution

Positions	Teaching Faculty						Non-Teaching Staff		Technical Staff	
	Professor		Associate Professor		Assistant Professor					
	*M	*F	*M	*F	*M	*F	*M	*F	*M	*F
Sanctioned by the UGC/University/State Government (RCI Requirements) <i>Recruited</i>	-	-	-	-	-	-	-	-	-	-
<i>Yet to recruit</i>	-	-	-	-	-	-	-	-	-	-
Sanctioned by the Management/Society or other authorized bodies <i>Recruited</i>	3	4	4	5	6	18	7	7	2	4
<i>Yet to recruit</i>	-	-	-	-	-	-	-	-	-	-

* M-Male *F-Female

21. Qualifications of the teaching staff

Highest Qualification	Professor		Associate Professor		Assistant Professor		Total
	Male	Female	Male	Female	Male	Female	
Permanent teachers							
D.Sc./D.Litt.	-	-	-	-	-	-	-
Ph.D.	3	3	-	4	-	-	10
M. Phil.	-	1	3	1	4	14	23
PG	-	-	1	-	2	4	7
Temporary teachers :							
Ph.D.	-NA-						
M. Phil.							
PG							
Part-time teachers :							
Ph.D.	-NA-						
M. Phil.							
PG							

22. Number of Visiting Faculty Guest Faculty engaged with the College:

-Nil-

23. Furnish the number of the students admitted to the college during the last four Academic years.

Categories	2011-12		2012-13		2013-14		2014-15	
	Male	Female	Male	Female	Male	Female	Male	Female
SC	-	12	-	5	-	3	-	13
ST	-	0	-	0	-	0	-	2
OBC	-	181	-	74	-	63	-	163
General	-	29	-	12	-	6	-	25
Others	-	2	-	2	-	2	-	5
Total	-	224		93	-	74	-	208

24. Details on students enrollment in the College during the current academic year:

Type of students	UG	PG	M. Phil.	Ph.D.	Total
Students from the same state where the College is located	-	301	-	-	301
Students from other states of India	-	19	-	-	19
NRI Students	-	-	-	-	-
Foreign students	-	-	-	-	-
Total	-	320	-	-	320

25. Dropout rate in UG and PG (average for the last two batches)

UG	-NA-
PG	4.8%

26. Unit Cost of Education

(Unit cost = total annual recurring expenditure (actual) divided by total number of students enrolled)

(a) Including the Salary component	₹ 62,395/-
(b) Excluding the Salary component	₹ 30,541/-

27. Does the College offer any Programme/s in distance education mode (DEP)?

Yes

No

☒

28. Provide Teacher-student ratio for each of the programme/course offered

S.No	Programme	Students Intake	Teacher – Student Ratio
1	MBA	240	1 : 15
2	MCA	360	1 : 15

29. Is the College applying for

Accreditation:

Cycle 1

☒

Cycle 2

Cycle 3

Cycle 4

Re-Assessment:

30. Date of Accreditation* (applicable for Cycle 2, Cycle 3, Cycle 4 and re- assessment only)

-NA-

Cycle 1:.....(dd/mm/yyyy) Accreditation Outcome/Result.....

Cycle 2:.....(dd/mm/yyyy) Accreditation Outcome/Result.....

Cycle 3:.....(dd/mm/yyyy) Accreditation Outcome/Result.....

* Kindly enclose copy of accreditation certificate(s) and peer team report(s) as an annexure.

31. Number of working days during the last academic year

232 (Inclusive of Both Semesters)

32. Number of teaching days during the last academic year

(Teaching days means on which lectures were engaged excluding the examination days)

180 Days (90 Days in a Semester)

33. Date of establishment of Internal Quality Assurance Cell (IQAC)

IQAC established on 15/12/2014

34. Details regarding submission of Annual Quality Assurance Reports (AQAR) to NAAC

AQAR (i)..... (dd/mm/yyyy)	}	-NA-
AQAR (ii)..... (dd/mm/yyyy)		
AQAR (iii)..... (dd/mm/yyyy)		
AQAR (iv)..... (dd/mm/yyyy)		

35. Any other relevant data (not covered above) the College would like to include. (Do not include explanatory/ descriptive information)

-NIL-

PART – D

CRITERIA-WISE INPUTS

CRITERION I: CURRICULAR ASPECTS

1.1 CURRICULUM PLANNING AND IMPLEMENTATION

1.1.1 State the vision, mission and objectives of the institution, and describe how these are communicated to the students, teachers, staff and other stakeholders.

Vision:

“Continuously engage in providing Management and Technical Education to Empower Women to be Economically Independent and Socially Responsive”

Mission:

“Employ appropriate Learning Methods with Modern Tools and Techniques to Groom Students into Technically Competent and Ethically Strong, Quality Professionals”

Quality Policy:

“We, at Vivekanandha Institute of Information and Management Studies are committed to deliver Quality Higher Education in a Highly Conducive Learning Environment adopting Innovative Processes that enable the Students to achieve the desired Growth”

Communication to Internal & External Stakeholders:

- i) At the time of admission and during induction programmes.
- ii) Visual ‘Display Boards’ at the location such as the Director’s chamber, Departments as well as in libraries, Labs, Institution websites, Annual News Letter and Publications.
- iii) As a regular agenda item in student’s council meetings
- iv) Reviewed in alumni association activities
- v) Industrial Interactions relating to placements, industrial visits

1.1.2 How does the institution develop and deploy action plans for effective implementation of the curriculum? Give details of the process and substantiate through specific example(s).

The college is offering MBA & MCA Courses approved by AICTE; and is affiliated to the Anna University, Chennai. The Anna University affiliation mandates that the syllabus and the overall guidelines framed by the university are comprehensively followed by VIIMS. Also, Anna University

academic calendar is adopted by the institution to plan the implementation of the curriculum. Curriculum of the Institute is implemented through structured planning and monitoring.

Preparatory Meeting

The HoDs conduct the department meetings before the commencement of the academic year and review the curriculum and its effective delivery. Subject allocation is done keeping in mind the,

- ❖ Subject preference by faculty members based on their area of interest and specialization
- ❖ Their past experience in handling the subject,
- ❖ Teaching process of the concerned subject
- ❖ Adopted Teaching methodologies

Planning Meeting

- ❖ Based on the outcome of the preparatory meeting a planning exercise will be taken up.
- ❖ The final plan will be evolved based on the above consideration

Startup Meeting - As a Planning Exercise

- ❖ Course plan is documented in a structured, predesigned format by the members of the faculty.
- ❖ Course plan is approved by HoD / Director.
- ❖ Formal communication is initiated for the implementation of the curriculum

Review Meeting

- ❖ Course correction if any are reviewed
- ❖ Teaching and learning processes are reviewed and corrective measures are taken.
- ❖ Review on Evaluation process is carried out
- ❖ Tracking of the curriculum completion on time is carried out.
- ❖ Adherence to the academic calendar provided by University is monitored
- ❖ “Innovation” in planning, teaching learning process is discussed.
- ❖ The feedbacks are collected from the students and the findings of the analysis helps for the effective delivery of the curriculum

1.1.3 What type of support (procedural and practical) do the teachers receive (from the University and/or institution) for effectively translating the curriculum and improving teaching practices?

At the Institution Level

- a) Members of the faculty are encouraged to participate in Seminars, Workshops and Faculty Development Programmes by providing financial assistance by the institute.
- b) Faculties are also encouraged to conduct Seminars, Workshops and Faculty Development Programmes, Conferences and present research papers.
- c) Faculties are provided with excellent infrastructure in the form of Smart Class Rooms for ICT enabled teaching.
- d) Review meetings are conducted by the Director / HoD on a periodical basis to discuss coverage of syllabus, Class activities, informal feedback etc.,
- e) Institute also offers library with International Journals, eBooks references and various Publications.
- f) Free Wi-Fi facilities is available to the faculty so as to help their class preparation (ex. Case studies, Question bank etc.,).
- g) Free Unlimited Reprographic facilities are available for faculty members to have photocopies of Case Studies, Question Papers, Work Books and others.

At the University Level

- a) Anna University Officials regularly visit the Institute once in a year to have a quality check.
- b) Based on the inspections and the feedback, recommendations of the committee are implemented.
- c) These recommendations greatly help in the effective functioning of the institute.

1.1.4 Specify the initiatives taken up or contribution made by the institution for effective curriculum delivery and transaction on the Curriculum provided by the affiliating University or other statutory agency.

- a) Based on the department level plan each faculty will design and schedule the complete teaching plan that includes details such as Day to day session, Tests, Seminars, Class Activities, Quiz, Assignments etc., before the commencement of each semester.

- b) To bridge the gap between theory and practice, based on the faculty recommendations the Institute organizes industrial visits for MBA & MCA students.
- c) Current industry practices are updated through Guest lectures and Seminars.
- d) To gain hands on practice, Summer Internship Projects and major Project are carried out by the MBA & MCA students.
- e) Library is stocked with latest magazines, national and International Journals to cater to the needs of students and faculty.
- f) Faculties are required to report their progress at the department level meetings.

1.1.5 How does the institution network and interact with beneficiaries such as industry, research bodies and the university in effective operationalisation of the curriculum?

The Institute has formal tie ups with following organizations for soft skill training, add- on courses, project assistance and Internship.

- ❖ Madras Management Association – MMA
- ❖ National Stock Exchange - NSE
- ❖ International Business Machines - IBM
- ❖ Indian Society for Technical Education - ISTE
- ❖ D²RC,
- ❖ E-Logic,
- ❖ Vetri IAS academy,
- ❖ Coimbatore District Small Industries Association- CODISSIA
- ❖ EeZe
- ❖ Ranstad
- ❖ Seshasayee Paper & Boards Limited, Erode - SPB

Such tie-ups offer opportunities to the Institute in moulding and preparing the students for jobs and career requirements.

The institute regularly organizes workshops, seminars, guest lectures and technical symposia for the benefit of both students and faculty members. The programmes are sponsored by research bodies like AICTE, CSIR, TSCST, NCST and ISTE.

The MBA students are required to undertake four weeks internship training in a company before the end of the second semester. This enables the students to gain managerial skills to carry out a problem based project study at the end of the fourth semester.

The MCA students undergo project work in an industry during sixth semester. By this the students are exposed to the industrial practices and their expectations.

1.1.6 What are the contributions of the institution and/or its staff members to the development of the curriculum by the University?(number of staff members/departments represented on the Board of Studies, student feedback, teacher feedback, stakeholder feedback provided, specific suggestions etc.

VIIMS Director, Dr. A.Somu has been a member of Board of Studies of the Anna University. He is also involved in the curriculum development and question paper pattern design at the university level.

1.1.7 Does the institution develop curriculum for any of the courses offered (other than those under the purview of the affiliating university) by it? If 'yes', give details on the process ('Needs Assessment', design, development and planning) and the courses for which the curriculum has been developed

Currently the institute offers only the courses designed by the Anna University and presently is not involved in designing curriculum on its own. However, additional inputs are given to the students by support services like seminars, guest lectures, industrial visits, outbound training, add-on courses etc.

1.1.8 How does institution analyze/ensure that the stated objectives of curriculum are achieved in the course of implementation?

The institution assesses and analyzes the achievement of the curriculum objectives by the following metrics:

- ❖ Case based Teaching – Learning
- ❖ Periodic class committee meeting
- ❖ Implementation of Mentor – Mentee system
- ❖ Evaluation through Internal exams, Model exams, Quiz, Assignment and Seminars
- ❖ Evaluation of the Result analysis of the University Examinations and follow-up actions.
- ❖ Arranging Remedial classes
- ❖ Collecting Periodic students' feedback

1.2 ACADEMIC FLEXIBILITY

1.2.1 Specifying the goals and objectives give details of the certificate/diploma/ skill development courses etc., offered by the institution.

The institute with an objective to fulfill the market requirement in finance has been offering Certificate course NCCMP (NSE Certified Capital Market Professional) in association with NSE, Chennai. In addition to the above, the institute offers various courses through knowledge centre such as D²RC, E-Logic and Vetri IAS academy etc. As a value added course the students are trained in the Japanese language.

1.2.2 Does the institution offer programmes that facilitate twinning /dual degree? If 'yes', give details.

Currently the institute does not offer the twinning dual degree Programmes.

1.2.3 Give details on the various institutional provisions with reference to academic flexibility and how it has been helpful to students in terms of skills development, academic mobility, progression to higher studies and improved potential for employability. Issues may cover the following and beyond:

- a) During the first year all MBA students follow a common course pattern. In the second year MBA (III Semester), the students are offered dual specialization in the areas of Marketing, Finance, HR, Systems and Production Management. The students can choose any of the two areas of specialization.
- b) After the completion of the III Semester the MCA Students are offered electives in the IV and V semester.
- c) Faculties have a briefing session on the electives and guide the students to select the specialization.

Range of Core:

The institute offers all the course specialization as per the Anna University curriculum

Courses offered in modular form:

Currently the Certificate Courses and the Post Graduate Programmes are offered

Choice Based Credit System and range of subject options:

Anna university does not offer the Choice Based Credit Systems and the institute does not have this provision.

Credit transfer and accumulation facility:

There are no transfer and accumulation facilities offered.

Enrichment courses:

With the objective to enhance the skills and to develop the Personality, Communicative English and Aptitude Training are continuously conducted every day during the last session.

1.2.4 Does the institution offer self-financed programmes? If ‘yes’, list them and indicate how they differ from other programmes, with reference to admission, curriculum, fee structure, teacher qualification, salary etc.

The Institute is a self-financed institute, which offers MBA and MCA programmes affiliated to the Anna University and approved by AICTE. The Institute does not offer any other self financing programmes.

1.2.5 Does the college provide additional skill oriented programmes, relevant to regional and global employment markets? If ‘yes’ provide details of such programme and the beneficiaries.

The Institute offers various skill development activities to the students in order to enhance the students’ employability skills in regional and global markets. Details of such activities are as follows:

- ❖ Guest lectures
- ❖ Workshops
- ❖ Personality and motivational programmes
- ❖ Seminars (National Seminar / International Seminar)
- ❖ Trade fairs (Exhibition of rural self help group stalls)
- ❖ Industrial visits
- ❖ Outbound Trainings
- ❖ UPSC / TNPSC / Banking and competitive exams
- ❖ Programmes through Entrepreneurship Development Cell
- ❖ Introduction to Webinars is under consideration

1.2.6 Does the University provide for the flexibility of combining the conventional face-to-face and Distance Mode of Education for students to choose the courses/combination of their choice” If ‘yes’, how does the institution take advantage of such provision for the benefit of students?

The University does not provide the flexibility of combining the conventional face-to-face and Distance Mode of Education for students to choose the courses/combination of their choice.

1.3 CURRICULUM ENRICHMENT - CONSOLIDATED

1.3.1 Describe the efforts made by the institution to supplement the University’s Curriculum to ensure that the academic programmes and Institution’s goals and objectives are integrated?

The institute adheres to the syllabus prescribed by the Anna University. It helps the students to integrate theoretical knowledge with practical wisdom by arranging Industrial Visits and through lectures by field practitioners. Additional activities are conducted regularly that include

Business Planning sessions , Group Discussions, Presentations and Role-Plays, Newspaper reading, Book reviews and journal reference etc..

1.3.2 What are the efforts made by the institution to enrich and organize the curriculum to enhance the experiences of the students so as to cope with the needs of the dynamic employment market?

To meet the dynamic need of the employment markets, following initiatives are taken by the Institute:

- a) The Placement Cell continuously tracks the industry requirement and updates the departments on current needs of the employment market.
- b) The institute has an Entrepreneurship Development Cell sponsored by AICTE. The EDC in associate with the district administration has been organizing Trade Fair every year to enhance the marketing skills of the students and to create entrepreneurship culture among the students

1.3.3 Enumerate the efforts made by the institution to integrate the cross cutting issues such as Gender, Climate Change, Environmental Education, Human Rights, ICT etc., into the curriculum?

- a) The institute has a Women Empowerment Cell to address the grievances of women employees and students on gender related issues such as harassment. The WEC conducts awareness programmes on women harassment, gender sensitization and health issues.
- b) International Women's Day is celebrated and various competitions are conducted to encourage the students to highlight their rights.
- c) NSS programme has been initiated from the current year 2015. "Green Campus" initiative includes
 - ❖ Water Recycling
 - ❖ e-waste Management
 - ❖ Ban on Plastics Usage
 - ❖ Noise Reduction
 - ❖ Tree Plantation etc.
- d) To create awareness among the students in preserving the nature and economic utilization of scarce resources by displaying awareness Placards, Sign-boards throughout the campus.

1.3.4 What are the various value-added courses/enrichment programmes offered to ensure holistic development of students?

Moral and Ethical Values –Professional Ethics:

- ❖ The students are continuously educated through motivational programmes stressing the importance of being ethical in various roles they are required to play in the industry & society.

- ❖ The faculties are continuously encouraged to exhibit professional conduct so as to play a role-model to the students.
- ❖ The Anna University has included “Business Ethics Corporate Responsibility and Governance” as a core paper in the IV semester for MBA.
- ❖ The Anna University has included “Professional Ethics” as a core paper in the III semester for MCA.

Employable and Life Skills:

Yoga programmes are regularly conducted for both faculty and students to cope up stress. Training and Placement cell provides programmes to improve employability and life skills.

Better career options:

- ❖ The Training and Placement Cell works continuously to add new companies in the list of Recruiter like Banking, Manufacturing, Services and trading sector.
- ❖ Entrepreneurial Development Cell (EDC) is working to promote rural women small scale entrepreneurs.
- ❖ The institute has setup a Research Centre to promote research in Management and Computer Applications to cater to the needs of academic aspirants.

Community Orientation:

Various socially responsible initiatives are conducted by our NSS Unit like Road Safety Awareness, Blood Donation Camp, Eye checkup, women hygiene, plantation of trees and literacy awareness.

1.3.5 Citing a few examples enumerate on the extent of use of the feedback from stakeholders in enriching the curriculum?

- ❖ Online feedback system has been introduced for the students from the academic year 2014 to facilitate easy access and analysis.
- ❖ The Institute takes regular feedback from stakeholders- students, faculty, parents, industry visitors and alumni to make the “Teaching-Learning” process more effective and conveys expectations to the Board of Studies of the university, the management and required corrective actions are taken.
- ❖ Feedbacks through Suggestion box are encouraged.

1.3.6 How does the institution monitor and evaluate the quality of its enrichment programmes?

- ❖ The Institute has class Committee comprising of the HoD, Academic coordinator, Course Coordinators and faculty members which ensures the quality of enrichment programmes.

- ❖ The quality of the enrichment programmes is evaluated based on the feedback from the stakeholders and suitable changes are made to the programmes.

1.4 Feedback System

1.4.1 What are the contributions of the institution in the design and development of the curriculum prepared by the University?

Dr. A.Somu, Director had been a member of Board of Studies of the university and was actively involved in the curriculum development and question paper pattern design. The university team visits the institute for extension of affiliation. During the inspection visit, the team interacts with faculty and students. Feedback is obtained by the committee and the same is conveyed to the university.

1.4.2 Is there a formal mechanism to obtain feedback from students and stakeholders on Curriculum? If 'yes', how is it communicated to the University and made use internally for curriculum enrichment and introducing changes/new programmes?

The institution receives feedback from the various stakeholders such as students, alumni and industry people. The feedback is analyzed and the suggestions obtained are reviewed for implementation.

1.4.3 How many new programmes/courses were introduced by the institution during the last four years? What was the rationale for introducing new courses/programmes?)

- Not applicable -

CRITERION II: TEACHING-LEARNING & EVALUATION

2.1 STUDENT ENROLMENT AND PROFILE

Currently, the institute is offering the following two programmes:

- a. Master of Business Administration (MBA) with specializations such as Human Resources, Marketing, Finance, Production & System
- b. Master of Computer Applications (MCA) 2 streams – 2 Years Lateral Entry & 3 Years Regular

2.1.1 How does the college ensure publicity and transparency in the admission process?

The Core of the “Admission Process” followed by institute is aligned with what has been prescribed by Anna University; but, the over-all Process is well evolved and established over the years.

The Institute endeavors to maintain utmost transparency in publicizing the Admission Process to the Students (& Parents) and prefers to “State” all required facts up-front. The institute prefers to get the latest & right information regarding Admission - details such as, Courses-on-Offer, Eligibility Criteria, Facilities Offered, Concessions & Scholarships, etc., reach the Students correctly; these details are shared through the Institute Prospectus and through the Web-Site.

Also, the details publicized through other means such as, Advertisements (print media, banners, News Coverage), Stalls, Presentations, etc. are scrutinized for factual accuracy and for correct communication. Apart from these modes, the Students get to know about the Admission Process through Counseling Sessions.

The prospectus published by the institution every year is a significant tool to ensure publicity. Advertisements in the regional and national newspapers are made and the institute website www.viims.ac.in is updated regularly. The institute follows a transparent Admission Process that is published with utmost honesty and has never had any anomaly or issue relating to Student Admission so far.

2.1.2 Explain in detail the criteria adopted and process of admission (Ex. (i) merit (ii) common admission test conducted by state agencies and national agencies (iii) combination of merit and entrance test or merit, entrance test and interview (iv) any other) to various programme of the Institution.

A pre-defined number of seats to MBA & MCA programmes are offered to Tamil Nadu government as Government Quota and the rest is considered as

Management Quota. The admissions to MBA & MCA programmes are given, broadly, on the following criteria:

- ✓ Basic & essential minimum qualifications as stipulated by Anna University for each stream
- ✓ Admissions to the government quota seats are given to students coming through the “Single Window System” adopted by Anna University; for admission under the Government quota, the students are mandated to appear for the Tamil Nadu Common Entrance Test (TANCET)
- ✓ Admissions to management quota seats are offered based on the process adapted by the consortium of Self Financing Engineering Colleges & the students are required to go through a Common Entrance Test conducted by the Tamil Nadu Self Financing consortium

The single window system of admission is done through Anna University, as per the norms of Tamil Nadu Government. The seats under management quota are filled through consortium of self-financing engineering colleges in Tamil Nadu.

At a high level, the Admission Process is as follows:

- ✓ Student undertakes either of the Entrance Tests for Govt. or Management quota
- ✓ Student submits a formal Application indicating the programme of interest; the application is scrutinized for correctness and is reviewed for compliance
- ✓ The Student is given further briefing & is provided with inputs regarding the desired programme and also regarding other options

2.1.3 Give the minimum and maximum percentage of marks for admission at entry level for each of the programmes offered by the college and provide a comparison with other colleges of the affiliating university within the city/district.

Eligibility Criteria for MBA Admission:

A pass in any recognized Bachelor’s Degree (in any discipline) of minimum 3 years duration and having obtained 50% & above (45% in case of candidates belonging to reserved categories) at the qualifying examination under any of these patterns:

- ❖ 10 +2 +3 years
- ❖ 10 +3 years Diploma + 3 years
- ❖ B.E / B.Tech/ B.Arch/B.Pharm
- ❖ AMIE with 2 years regular full time Teaching/Industrial experience in the relevant field after passing all the subjects

Reserved categories:

BC, BCM, MBC /DNC, SCA, SC and ST

Eligibility Criteria for MCA Admission:

Admissions to MCA Programme are done through 2 streams namely:

Stream 1: MCA 3 Yrs -:

- ❖ Recognized Bachelor's Degree of minimum 3 Yrs duration with Mathematics at 10 +2 level or at Graduate Level
- ❖ Obtained at least 50% (45% for reserved category candidates) at the Qualifying Examination

Stream 2: MCA Lateral entry:

- ❖ Recognized Bachelor's Degree of minimum 3 Yrs duration in BCA, B.Sc (IT/Computer Science) with Mathematics as a subject at 10+2 level or at Graduate Level.
- ❖ Obtained at least 50% (45% for reserved category candidates) at the qualifying Examination.

2.1.4 Is there a mechanism in the institution to review the admission process and student profiles annually? If 'yes' what is the outcome of such an effort and how has it contributed to the improvement of the process?

Ahead of the upcoming academic year, the institute set up a core team to plan and manage the admission process. This team gets proper briefing on the process and initiates the admission activities for new academic year. Process issues and improvements ideas are reviewed with the Director for appropriate action. Post admission, the profiles of the students admitted, is given a quick examination and the key findings are used to fine tune the induction programme. The profile analysis looks into these aspects:

- ✓ Parental education
- ✓ Economical background
- ✓ Nativity
- ✓ Social background
- ✓ Educational background
- ✓ Other areas of interest etc.

This profiling data is shared with the faculty.

2.1.5 Reflecting on the strategies adopted to increase/improve access for following categories of students, enumerate on how the admission policy of the institution and its student profiles demonstrate/reflect the National commitment to diversity and inclusion

The institute is committed to women empowerment and so, gives a special focus on the students coming from the weaker sections; also students from other states and cultural backgrounds are encouraged to give a multi cultural environment to the students.

a) SC/ST/OBC

Reservations are made for admissions through the Single Window System as per Tamil Nadu Government reservation norms.

b) Women

The institute is one of the few institution that exclusively Educates Women.

c) Differently abled

Differently abled candidates can avail admission through the Single Window System as per the Tamil Nadu Government reservation norms and also through the management quota.

d) Economically Weaker Section of the Society

During admission itself students are educated regarding potential schemes that they are eligible for and are guided to actually get these government funds. Apart from the government support the management actively supports the deserving students.

e) Athletes & Sports Persons

Full fee concession, free transport, free hostel accommodation and food are provided by the management for those students who excel in sports.

f) Any other

Management gives scholarship in the form of fee waiver to

- ❖ Wards of non teaching staff
- ❖ Meritorious students
- ❖ The UG students of Vivekanandha Education Institutions who are admitted to MBA & MCA Programmes

Management Scholarship Schemes for the following categories:**Economically Weaker section**

Year	No. of Beneficiaries	Amount (₹)
2014-2015	13	1,26,600
2013-2014	1	33,000
2012-2013	1	33,000

Athletes & Sports

Year	No. of Beneficiaries	Amount (₹)
2014-2015	1	73,000
2013-2014	1	70,000
2012-2013	1	69,000

Monitorial Students

Year	No. of Beneficiaries	Amount (₹)
2014-2015	87	31,39,000

UG to PG Concession

Year	No. of Beneficiaries	Amount (₹)
2014-2015	30	2,61,000
2013-2014	32	3,20,000
2012-2013	50	5,00,000
2011-2012	98	9,80,000

The following table shows the number of students admitted to the institute during the last four Academic years

Categories	2011-12		2012-13		2013-14		2014-15	
	Male	Female	Male	Female	Male	Female	Male	Female
SC	-	12	-	5	-	3	-	13
ST	-	0	-	0	-	0	-	2
OBC	-	181	-	74	-	63	-	163
General	-	29	-	12	-	6	-	25
Others	-	2	-	2	-	2	-	5
Total	-	224		93	-	74	-	208

The details of the student's enrollment in the Institute for the current academic year is as follows,

Type of students	UG	PG	M. Phil.	Ph.D.	Total
Students from the same state where the College is located	-	301	-	-	301
Students from other states of India	-	19	-	-	19
NRI Students	-	-	-	-	-
Foreign students	-	-	-	-	-
Total	-	320	-	-	320

2.1.6 Provide the following details for various programmes offered by the institution during the last four years and comment on the trends. i.e. Reasons for increase / decrease and actions initiated for improvement.

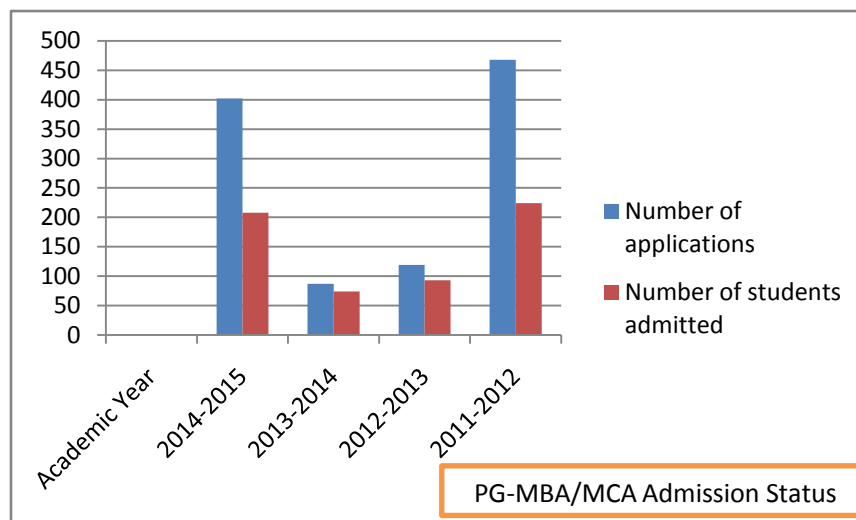
The following table shows the number of students admitted in each academic year.

Programmes	Academic Year	Number of applications	Number of students admitted	Demand Ratio
PG 1 MBA 2 MCA	2014-2015	402	208	2:1
	2013-2014	87	74	1:1
	2012-2013	119	93	1:1
	2011-2012	468	224	2:1
Ph.D. 1 MBA 2 MCA	2013-2014	3	3	1:1

There had been a considerable decrease in intake of MBA & MCA during the year 2012-13 & 2013-14 but a sustainable increase in the intake in the year 2014-15. This phenomenon is analyzed in the table below.

Academic Year	Increase / Decrease	Reasons	Actions Initiated
2012-2013	Decrease	Due to lack of clarity between MCA Regular and MCA(Lateral Entry) Courses	Staff members offered counseling to clarify the doubts about MCA Regular and MCA(Lateral Entry) Courses for the students who approached for their admission
2013-2014	Decrease	Students are interested to join in B.Ed course due to the bulk recruitment of TRB	Staff members offered counseling to clarify the doubts about MBA/ MCA Regular and MCA(Lateral Entry) Courses for the students who approached for their admission
2014-2015	Increase	Scholarship scheme initiated by Management for both MBA & MCA	The VSET was taken by the UG graduates and merit scholarships awarded accordingly.

Data related to number of applications received and the number of students admitted is depicted in the following chart:



2.2 CATERING TO STUDENT DIVERSITY

2.2.1 How does the institution cater to the needs of differently abled students and ensure adherence to government policies in this regard?

As a policy decision the following provisions have been made to cater to the needs of differently abled students.

- The Institution takes special care to the needs of differently abled students and takes all efforts to fulfill their requirements.
- Seats are reserved for admission.
- The institution provides a ramp facility for their mobility.
- Exempted to wear the uniform dress code.
- Examination in a convenient location.

2.2.2 Does the institution assess the students' needs in terms of knowledge and skills before the commencement of the programme? If 'yes', give details on the process.

Parents and their respective wards take part in the Orientation/Induction programme being organized by the institution before the commencement of the academic session.

- On the first day of the Orientation, the Chairman, the Director and HoD of the departments address and interact with the parents and students.
- The Director briefs students about the support services, available scholarship, infrastructure and various facilities offered. Students are also briefed about the utilization of the resources.
- The Head of the Departments introduces the mentor, class advisor and rest of the faculty members with their respective wards.
- On interaction with the Placement Officer, the students and parents get a clear idea about the training programmes conducted and career opportunities.
- External specialists are invited to conduct SWOC workshops. The outcome of this workshop is used as powerful input for further appropriate actions.
- Accordingly, the faculty members interact formally and informally with the students for the first one week to assess the students in the basic knowledge before commencing the regular subject teaching.

Details of Orientation/ Induction programme conducted over the last four years:

S. NO	DATE	TOPIC	RESOUECE PERSON
1	12.09.10	Inauguration Programme	Dr. Rajeswari Krishnan, Principal, Sri Narayana Guru Institute of Management studies, Coimbatore.
2	15.09.11	Inauguration Programme	❖Dr. Sandiya Menon , Principal, CMS institute of Mangement, Coimbatore. ❖Mr.Brijesh Samenen, Manager, IDBI,Salem
3	15.09.2011 To 17.09.2011	Orientation programme on “Career Opportunities in Finance, Marketing, and HR”.	❖Dr. Sandiya Menon, Principal, CMS Institute of Management, Coimbatore. ❖Mr. Brijesh Samenen, Manager, IDBI, Salem
4	23.08.2012	Inauguration Programme	Dr.A.V.R Pandiyan,Director, JSN School of Management, Kanchipuram.
5	23.08.2012 To 25.08.2012	Orientation programme on “Career Opportunities in Finance, Marketing, and HR”.	❖Mr.V.Gurumurthy,HR Trainer, Waakawaaks, Coimbatore. ❖Dr.D.Dhanapal,Director, Kovai Public school,Coimbatore.
6	19.08.13	Inauguration Programme	❖Dr.R.Shanmugam, Professor/MBA Bharathiar University, Coimbatore ❖Mr.A.Narayanasami, Vice president, Roots Cast Private Limited.

7	19.08.13 To 20.08.13	Orientation programme	<p>❖Dr.R.Shanmugam, Professor of Management, Bharathiar University, Coimbatore.</p> <p>❖Mr.A.Narayanaswami, V.P. Operations, Roots Cast Pvt Limited, Coimbatore.</p> <p>❖Mr.K.Balasubramaniyan, CEO, Creative Management Consultancy, Trichy</p> <p>❖Dr.R.Ramakrishnan, Asst.Prof, Dept. of Commerce, Govt.Arts College, Komarapalayam, Salem.</p> <p>❖Mr.Arunprakash, Brain flower, Chennai</p>
8	16.07.14	Inauguration Programme	<p>❖Dr.George Joseph Alapatt, Business Development Representative, South East Asia at Information & Communication Management, UK</p> <p>❖Dr.K.Samuvel, Director, Hindustan College of Engineering, Coimbatore</p>
9	16.07.14 To 23.07.14	Orientation programme	<p>❖Dr.George Joseph Alapatt, Business Development Representative, South East Asia at Information & Communication Management, UK.</p> <p>❖Dr.K.Samuvel, Director, Hindustan College of Engineering, Coimbatore.</p> <p>❖Dr.R.Ramakrishnan, Asst.Prof, Dept. of Commerce, Govt.Arts College, Komarapalayam, Salem</p>

2.2.3 What are the strategies adopted by the institution to bridge the knowledge gap of the enrolled students (Bridge/Remedial/ Add-on/Enrichment Courses, etc.) to enable them to cope with the programme of their choice?

BRIDGE COURSE:

- ❖ Every year bridge courses are conducted as a part of the induction programme.
- ❖ The bridge course helps the students to strengthen on core competencies and also to succeed in their post graduate level studies.
- ❖ Importance of communication is given key focus.
- ❖ The Department of English conducts crash courses on effective communication to the first year MBA & MCA students who are require to improve communication skills and English comprehension skills.
- ❖ A week long bridge course is conducted for MBA & MCA.
- ❖ Topics ranging from Computer Networks, Operating system, Data structures, Database Management system and basics in programming languages are given for MCA
- ❖ Topics ranging from Mathematics and Accountancy are conducted for the MBA

REMEDIAL CLASSES:

- ❖ Remedial classes are conducted for the slow learners and for the students who could not clear semester exams.
- ❖ The college conducts unit test and model examination to its students to evaluate their performance periodically and provide additional support.
- ❖ Based on the individual performance, the remedial classes for respective courses are conducted during the afternoons and evenings.

ADD-ON-COURSE:

The institute provides facilities to students to learn beyond the curriculum; latest technology and industry relevant practices are imparted through the following third party learning associates.

- ❖ IBM – Big Data and Hadoop
- ❖ Oracle - PL/SQL
- ❖ D²RC – Android Applications, Programming Languages
- ❖ E-Logic –Multimedia

❖ NCCMP-Financial Market and Services

ENRICHMENT PROGRAMMES:

Enrichment programmes like personality development, entrepreneurship development, Industry visits, trade fairs, special trainings, motivational programme, and also conferences (National & International), seminars, guest lectures and workshops are conducted regularly.

2.2.4 How does the college sensitize its staff and students on issues such as gender, inclusion, environment etc.?

GENDER INCLUSION:

- ❖ Students admitted through different streams and quotas are placed in the same pool.
- ❖ Female & Male staff members in our institution are treated in an equal manner.
- ❖ Most facilities are accessible to the staff members and students equally.
- ❖ Every year, Women's Day is celebrated with great enthusiasm with equal participation from students and staff members.
- ❖ No discrimination is ensured through anti-ragging prevention initiatives and uniform dress code.

ENVIRONMENT ISSUES:

The institute is located 7 KM away from the nearest town and is pollution free. Lot of trees is planted in and around the college campus. NSS camps are organized for the students where social issues such as plantation of trees, Anti-plastic awareness, Avoiding noise pollution (blowing up horn are prevented).

2.2.5 How does the institution identify and respond to special educational/learning needs of advanced learners?

- ❖ The student categories namely Slow and Advance Learners are identified on the basis of their percentage of marks, classroom performance, regularity in submission of class works and assignments, punctuality, classroom interactions and participation in department association activities, co-curricular involvements.
- ❖ Advanced learners are continuously encouraged and supported in activities such as paper presentations, paper publications in journals, special projects, etc.

- ❖ The institute library provides lots of journals, books, e-Books and e-journals, through which the students can gain knowledge on the advanced topics.
- ❖ Channels such as ISTE, CSI, MMA etc are available to the advanced learners to exhibit their talent/creative work.
- ❖ The students are encouraged to participate in conferences, Symposium, Seminars intercollegiate and national levels to exhibit and also enrich their knowledge in advanced topics.
- ❖ Advanced learners are allowed to associate and learn by aligning with designated research fellows in the department. They are also given opportunities to participate in funded projects.
- ❖ Advanced learners are supporting the slow learners to improve their academics.

2.2.6 How does the institute collect, analyze and use the data and information on the academic performance (through the programme duration) of the students at risk of drop out (students from the disadvantaged sections of society, physically challenged, slow learners, economically weaker sections etc.)?

During the semester three Internal Assessment test are conducted by internal exam cell. The poor performance students are identified and necessary actions such as retest, assignments and doubt clearing sections are initiated. Apart from this University results are analyzed. Parents of such students are briefed about the student status and they are given appropriate advice and counseling. This analysis is carried out cutting across all potential risk groups.

2.3 TEACHING-LEARNING PROCESS

2.3.1 How does the college plan and organize the teaching, learning and evaluation schedules? (Academic calendar, teaching plan, evaluation blue print, etc.)

ACADEMIC CALENDAR

The institution follows the academic calendar which is released by the Affiliating University. The same academic calendar is published in the Institute prospectus and institute website before the beginning of every academic year. It provides plan for the academic year to students, teachers and parents. This calendar will help the students, parents and teachers to plan for their academic year.

The departments augment the overall calendar of the Anna University incorporation the department level activities such as Internal test, seminars, conferences, workshops, guest lecture etc and follow it for day to day working.

TEACHING PLAN & TIME TABLE

The teaching plan is made clear and understandable and reflects what the faculty is planning to do for the current semester course. At the beginning of the academic year subjects are allocated to teach faculty member by the HoD. The faculty members prepare their teaching plan for their subjects. Academic Co-coordinator produces and publishes the time-table for all. The Faculty members' workout detailed session plan.

EVALUATION BLUE PRINT

The evaluation policy for each semester is fixed well in advance and communicated to the students at the beginning of the year.

The Anna University has introduced a web portal entry system for the internal marks and the attendance from the academic year 2013-14. Based on the online submission of unit test marks, model examination marks, practical examination marks, and attendance percentage, the internal marks are automatically generated by the web portal and published in Anna University website. By this way transparency and unbiased evaluation is ensured.

The academic calendar of the Anna University incorporates the evaluation schedules at the university level. The department level Academic calendar incorporates the schedule of assessment/evaluation.

2.3.2 How does IQAC contribute to improve the teaching –learning process?

Realizing the importance of quality assurance and quality sustenance, the institute has set up IQAC Cell on the 15th December 2014. IQAC reviews the current teaching learning process and the related infrastructure and provide recommendation for improvements. The IQAC contributes through the following measures:

1. By student profile analysis
2. By collecting feedback
3. Through Result analysis

It organizes meetings with Director, HoDs and management nominees. IQAC shares the “**Best Practices**” identified by them across the departments for the benefit of the institute.

2.3.3 How is learning made more student-centric? Give details on the support structures and systems available for teachers to develop skills like interactive learning, collaborative learning and independent learning among the students?

The institute offers a lot of support services to its teachers for making the learning “**student centric**”.

- ❖ The faculty members are provided training to turn to be a facilitator for the students through Faculty Development Programme.
- ❖ The institute provides a well-stacked library with latest books, journals and e-books on modern teaching techniques.
- ❖ Discussions of case studies, role plays, management games, video presentation and group discussions are carried out periodically.
- ❖ Group discussions, lecture method, interactive method, project based learning, practical and lab sessions, computer assisted learning, seminars and assignment, field trips, industrial visits and educational tours are some of the various methods help student with Independent learning.
- ❖ Students are also encouraged to interact with society and are sensitized to various problems which they identify and study in their project work
- ❖ Group projects help in collaborative learning.
- ❖ Collaborative learning is also achieved through the Internship projects the students carry out with Industry.
- ❖ Knowledge management is facilitated through the use of PPT presentations in class, seminars and projects. Students are encouraged to maintain this in an e-library to support Independent learning
- ❖ 24x 7 availability of Wi-Fi technology within the campus enables the students to access the internet for their independent learning and skill development.
- ❖ As part of interactive learning exercise the students are taken to participate in the “**outbound training**” programmes that focuses on managerial skill and personality development.

Additionally, the institute has students’ chapter of,

- ❖ Madras Management Association (MMA) for the MBA programme
- ❖ Indian Society for Technical Education (ISTE) for the MCA programme
- ❖ The Entrepreneur Development Cell has been organizing “Trade Fair” –an initiative to generate awareness on entrepreneurship among the students since year 2012. It is an opportunity to instill the Entrepreneurial skills to start new business, marketing skills. Sales force administration, Accounting, Communication and Sales Negotiation among the students.

The Trade fair exercise provides an opportunity to the students to experience real business scenario during their study period.

- ❖ Training and Placement Cell of the institute conducts personality development, communicative English and aptitude training classes for the students.

2.3.4 How does the institution nurture critical thinking, creativity and scientific temper among the students to transform them into life-long learners and innovators?

The following are some of the initiatives taken by the institute to nurture critical thinking, creativity and scientific temper among the students.

- ❖ The Institute encourages and guides students to participate in the national and international conferences.
- ❖ The Institute invites eminent scientists, entrepreneurs and industry resource persons to share their success stories with our students.
- ❖ The students organize and conduct Inter-collegiate, Intra-college and Intra- department competitions such as Technical quiz, Paper presentations, Multimedia Presentations that help them to improve the managerial ability and leadership skills.
- ❖ Students are required to prepare the Mini project reports that help to develop their research interest.
- ❖ Factory/Industrial visits provide exposure to the practical aspects of the theory learnt
- ❖ Case study, Brainstorming session, Group discussion, and Role-playing builds up the confidence and enhance the creative skills of the students.
- ❖ Guest lectures on latest topics, Workshops, Technical quiz, Paper presentations, Multimedia Presentations are conducted to enhance the technical skills of the students.
- ❖ Activities such as, Assignments, Case studies, Lab programmes, Technical writing, Minor & Major projects form a part of the curriculum that help to nurture the scientific temper and critical thinking ability of the students

2.3.5 What are the technologies and facilities available and used by the faculty for effective teaching? Eg: Virtual laboratories, e-learning - resources from National Programme on Technology Enhanced Learning (NPTEL) and National Mission on Education through Information and Communication Technology (NME-ICT), open educational resources, mobile education, etc.

The Institute is located amidst of multiple Vivekanandha group of Institutions. Each of this Institution boasts themselves with numerous technology facilities. Thus, the faculty members are having the advantage to make use of all these latest facilities.

Some of these facilities are:

- ❖ Wi-Fi-Campus
- ❖ Computer labs with internet facility
- ❖ Webcasting facility
- ❖ NPTEL video lectures
- ❖ LCD projector and Audio visual aids
- ❖ E-journals, Reference books, Text books, Audiovisual systems and Educations CDs

2.3.6 How are the students and faculty exposed to advanced level of knowledge and skills (blended learning, expert lectures, seminars, workshops etc.)?

Faculty and students are encouraged to attend/organize seminars, workshops, conferences. Training programmes, Industrial visits, project work, management games, case studies and discussions, industrial training is organized.

- ❖ Institute conducts lectures and seminars by experts on different issues in which faculty members and students are participate
- ❖ Educational tours are also conducted. Over the past many years the faculty have been participating in the conferences and presenting research papers in national and international level seminars. (data available in the next page)
- ❖ The faculty is encouraged to carryout research work within the institution and in collaboration with other institutions and research organizations.
- ❖ The faculty and students have access to online Journals/ Digital Library.
- ❖ Institute deputed the faculty members for continuous learning programmes, academic programmes, Conferences, Workshops etc.
- ❖ The faculty members are encouraged to attend Faculty Development Programme (FDP), Workshop on SPSS, SAP, NSE Modules, Entrepreneurship development programme and update their knowledge.
- ❖ Wherever possible faculty member attend all department level programmes.

Details of the Seminar, Guest Lectures, Industry interface, Motivational talk and Workshop conducted during past four years

**SEMINARS CONDUCTED DURING THE LAST FOUR YEARS FROM
2011-2014**

S. NO	DATE	TITLE OF THE SEMINAR	NO. OF STUDENT BENEFICIARIES	RESOURCE PERSON
1	14.07.2011 & 15.07.2011	AICTE Sponsored National Seminar on "Trends & Challenges in Computational Research"	269	<ul style="list-style-type: none"> • Mr. Balaji Rajendran, Senior Staff Scientist, Bangalore. • Dr. G.M Nazira, AP, Dept of CS, Govt.Arts College,Salem. • Dr. A.Arumuga Perumal, Prof & Head in CS, ST.Hindu College, Nagercoil
2	11.08.2011 & 12.08.2011	CSIR Sponsored National Seminar on "Emerging Trends & Challenges of Pervasive Computing in Sensor Network Applications"	279	<ul style="list-style-type: none"> • Dr. S.Swamynathan, AP,Dept of IST, AnnaUniversity,Chennai. • Dr. A.Vadivel, Prof,NIT,Trichy • Dr. A.Subramani, Prof,Dept of Computer Appln., KSR College, Tiruchengode. • Dr. S.P.Shantharajah, HoD,Dept of Computer Appln. Sona College,Salem
3	27.08.2011	ICMR Sponsored National Seminar on "Data Mining Applications in Medical Informatics"	319	<ul style="list-style-type: none"> • Dr. P.Jaganathan, Prof & Head of CS , PSNA College of Engg., Dindigul. • Dr.B.Surendiran,

				NIT,Trichy
4	20.07.12 & 21.07.12	AICTE Sponsored National Seminar on "Emerging Architecture ,Technology & Security Issues on Wireless Communication Network"	264	<ul style="list-style-type: none"> • Mr.Sathish Xavier, Head,Talent Acquisition, William Lea, Chennai. • Mr. S. Arul Prakash, Product Application Engineer, Supreme Scientific Corporation, Madurai • Dr.R.Gunesakaran, Asso.prof., Dept. of CT, Madras Institute of Technology, Chennai
5	17.08.12 & 18.08.12	CSIR Sponsored National Seminar on "Emerging Trends & Challenges in Wireless Technology"	310	<ul style="list-style-type: none"> • Ms. Priyasri Anilkumar, India UR Leader, Honeywell International India Pvt., Ltd., Bangalore. • Prof. Dr.G.M.Tamilselvan, Department of ECE, Bannari Institute of Technology, Sathyamangalam. • Mr. A.K. Mohamad Azad CEO, REACH Information & Communication Systems. • Prof.Dr. C. Chellappan, School for CS & Eng., Anna University, Chennai. • Prof Dr.S.Sivanesan, School of CS, VIT University
6	14.12.12 & 15.12.12	TSCST & NCSTS Sponsored Seminar on "Security Based Best	235	<ul style="list-style-type: none"> • Mr. Selvakumar Antony, Technical Director & District Information Officer, Namakkal. • Mr. Biju Velayudham, Senior Manager, Head IT,

		practices in EGovernance Applications”		GKNM Hospital, Coimbatore. • Mr.Dilip Kumar, Product Head, Six Axis Systems & Technology, Bangalore. • Ms.R.Lavanya AP/MBA – VIIMS.
7	02.08.14	Technical Seminar on “Enrichment on Mobile Technologies”	97	D ² RC



TSCST & NCSTS Sponsored Seminar



*Presentation by Chief Guest:
Mr.V.Gurumurthy*



Interactive Session by Mr.Sivakumar, EeZe

**CONFERENCES CONDUCTED DURING THE LAST FOUR YEARS
FROM 2011-2014**

S. NO	DATE	TITLE OF THE CONFERENCE	NO.OF STUDENTS BENEFICIARY	RESOURCE PERSON
1	14.02.2011 & 15.02.2011	International conference on “Global challenges of Emergent India”	213	<ul style="list-style-type: none"> • Dr.Carlcordes, Managing Director, Dye Tech International UG Germany • Dr.R.Nandagopal, Director PSGIM. • Mr.Sandeep Sharma, Vice-president, DELOITTE Consulting Pvt.Ltd, USA
2	12.04.2013 & 13.04.2013	International conference on “Building Management model for sustainable growth Opportunities and challenges”	156	<ul style="list-style-type: none"> • Dr.Mohamed Shah Alam, Professor of Accounting and Information Systems, Rajshahi University, Bangladesh. • Swami Lalitananda, Faculty Resource person, CSA Academy, Coimbatore
3	06.09.2013 & 07.09.2013	CSIR National level Sponsored Conference on “Advances in Intelligent and Optimized Computing Paradigm”	247	<ul style="list-style-type: none"> • Mr.Karthikeyan Chandrasekaran, Senior Manager, Project & Programme Management, Dell International Services, Bangalore. • Dr.C.Senthamarai, Assistant Professor of Computer Applications, Govt.Arts College, Salem • Dr.S.Parthasarathy, Assoc.Prof & HoD /MCA, Thiyagarajar College of Eng, Madurai. • Dr.R.Umarani, Assoc.Prof.Sri Sarada College, Salem

4	27.02.2014 & 28.02.2014	International conference on “Emerging Paradigms in Management Research”	185	<ul style="list-style-type: none"> • Pof.Dr.K.Manimekalai, Vice Chancellor of Mother Teresa Women’s University • Dr.Wolfgang Messner, Assoc.Prof of International Management, MYRA school of business,Mysore • Dr.Ambalam Pushpanatham,HoD,Department of Economics and Management, University of Jaffna,Srilanka • Dr.S.Sudalimuthu, Former Vice Chancellor, Alagappa University • Mr.P.Muthuvelapan, Senior Vice President,HRD Sakthi sugars, CBE • Dr.L.Manivannan, Assoc.Prof,Erode Arts College.
5	27.02.2015 & 28.02.2015	International Conference on “Make in India – The Road Ahead” in association with Gandhigram Rural Institute – Deemed University, Dindigul, MMA and NIPM.	156	<ul style="list-style-type: none"> • Dr.Natarajan, Vice Chancellor of Gandhigram Rural Institute – Deemed University • Mr.K.Suresh, President & CEO, India Cements Capital Limited, Chennai • Mr.Mark Waren, Management Consultant, Tesla2 Inc, USA • Gp Cpt. R. Vijayakumar, Executive Director MMA, Chennai • Mr. Sameer Bharat Ram, Brand Muni Consulting, Chennai
6	06.03.15 & 17.03.15	International Conference on "Computational Intelligence and Big data Analytics”	197	<ul style="list-style-type: none"> • Dr. N. Kala, Registrar i/c, Mother Teresa Women’s University, Kodaikanal. • Dr. Ralph Rano, Professor, Nuremberg Technical University, Germany. • Dr. Sundaresan Krishnan Iyer Principal, Education & Research, Infosys Ltd., Mysore.

				<ul style="list-style-type: none"> • Dr. E. George Dharma Prakash Raj, Faculty Member, Department of Computer Science,,Bharathidasan University, Trichy. • Dr. Arunkumar Thangavelu Professor & Head, School of Computing Sciences & Engineering, Vellore Institute of Technology, Vellore
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Lighting the Traditional Lamp by Dr.Wolfgang Messner in the International Conference on “Emerging Paradigms in Management Research”

**WORKSHOPS CONDUCTED DURING THE LAST FOUR YEARS
(2011-12, 2012-13, 2013-14, 2014-15)**

S. NO	DATE	TITLE OF THE WORKSHOP	NO. OF BENEFICIARIES	RESOURCE PERSON
1	02.08.2011	Hardware Servicing and Practices	174	Mr.S.Ravi, System Engineer, VCEW
2	22.07.2011	Asp.Net Technologies	95	Mr.S.Yogeswaran, SRM Infotech,Erode.
3	13.12.2012	Integrated Framework-	95	Mr.S.Yogeswaran, SRM Infotech,Erode.

		ASP.NET Conducted by ISTE Chapter		
4	28.12.2012 & 29.12.2012	Basics of System Software Utilities & Hardware Troubleshooting	61	Mr.P.Ravikumar, System Engineer,VCEW
5	06.12.2012	Library Resource Management	60	Ms. Yasmin Librarian/VIIMS
6	15.02.2013	Office Automation Tools	59	Mr.Sridhar Triesten Technologies Pvt.Ltd, Chennai
7	23.01.2013	Network Simulator – NS	174	Mr.P.Ravikumar, System Engineer, VCEW
8	04.09.2013	Case Study	93	Dr.Samudra Rajkumar Professor, Department of Management Sciences, Annamalai University, Chidambaram.
9	21.11.2013 & 23.11.2013	Communication Skills	88	Prof.S.RM.Sokkalingam, Chairman, Versatile Business School, Chennai.
10	24.02.2014	Women Entrepreneurship	142	❖ Mr.V.Prakesh Manager-marketing ❖ Ms.Padmaja, Madras Management Association, Chennai.
11	08.10.14	Data Mining Applications using WEKA	174	❖ Ms. Muthumari, Director-Research. ❖ Ms.B.Shanmuga Priya, Project Manager. ❖ Ms. B. Aarthi, Quality Analyst, Elysium Technologies, Madurai
12	18.03.14	AICTE sponsored	170	❖ Dr. S. Parthasarathy, Professor & Head,

	& 19.03.14	Workshop on “Green and Optimized Technology in Cloud Computing”		<p>Department of Computer Applications, Thiagarajar College of Engineering, Madurai.</p> <p>❖Dr. G. M. Nasira, Assistant Professor, Department of CS, Chikkanna Government Arts College, Tirupur.</p> <p>❖Mr.Sathishkumar Chandrasekaran, Senior Software Engineer, CISCO, Bengaluru.</p> <p>❖Mr.Padmanaban Ebbas, Team Lead, I-FACT Technologies, Bengaluru.</p> <p>❖Mr.Muthukumar Shanmugiah, Senior Software Engineer, Citrix, Bengaluru</p>
13	12.8.2014	Health and Hygiene for Women and values in Life	95	Dr.P.Sridevi, Director, Santhosam Hospital, Udumalpet
14	27.8.2014	Visualizing the future with out of box thinking	142	Mr.V.Gurumurthy, Personal Development Trainer, Waakawaaka-I, Coimbatore
15	3.9.2014	Empower – an Hour of Inspiration	141	Mr.Vector Pushpakumar Pudhota, Personality development Trainer, Chennai
16	22.09.14	Middleware Technologies	97	Dr.R.Senthil Kumar, HoD/MCA,

				Narasus's Sarathy Institute of Technology, Salem
17	17.10.2014	Opportunities in Banking Sector	120	❖Mr.Ashok Kumar.P (CAIIB) Director, Employability Enhancement Center ❖Mr.T.Sivakumar, IIT alumnus, Lead Mentor, Employability Enhancement Centre, Hosur.
18	20.01.2015 & 21.01.2015	Big Data Analytics	173	❖Dr. Arunkumar Thangavelu, Professor, VIT ❖Dr.M.Venkatesan Asso. Professor, School of CSE, VIT,Vellore



AICTE Sponsored Workshop on “Green and Optimized Technology in Cloud Computing”

**GUEST LECTURES CONDUCTED DURING THE LAST FOUR YEARS
(2011-12, 2012-13, 2013-14, 2014-15)**

S. NO	DATE	TITLE OF THE GUEST LECTURES	NO. OF BENEFICIARIES	RESOURCE PERSON
1	22.01.2011	Application Development in Unix and Shell Programming	138	Mr.B.Saravanan, Senior Project Leader, Financial Systems & S/W Pvt.Ltd, Chennai
2	12.03.2011	Web Technology	118	Mr.D.Balamurugan, Project Leader, Satyam Computers, Chennai.
3	11.08.2011	Business Line Club Lecture	110	❖Mr.R.Venkatasubramanian, GM, City Union Bank ❖Mr.Thiyagarajan, AGM, City Union Bank ❖R.Premanad, Regional Manager, The Hindu, Salem.
4	05.08.2011	Sky is the limit-Self Motivation Techniques	211	Mr.Laxmanan Narayanan, Chairman MR Colour Lab Erode
5	05.09.2011	A Gate Way of Opportunities	208	Dr. Ramesh, Associate Professor Bhahirdar University, Bhahirdar Federal Democratic Republic of Ethiopia.
6	13.10.2011	Advertisement to a globalised world	206	Mr.B.R.V.Sabu Mangnlasseril Associate Professor, FISTA Business School, Angamaly
7	29.10.2011	Emotional Intelligence in the competitive Environment	204	Mr.V.Kishore Kumar, Director Puducherry Road transport Corp. Puducherry
8	05.12.2011	Career Opportunities In Investment Banking	209	Mr.Senthil Manickam, VP- Training, Nomura India services, Mumbai

9	19.12. 2011	Business Mantras	207	Mr.Muthu, Managing Director, Idayam Group of Companies
10	22.02.2012	Millennial Workforce! Emerging Trends and challenges	155	Dr.Daniel AshokLasher, Adjunct Professor, European School of Economics, New York – USA
11	14.09.2013	Ancient Wisdom in Management	91	Dr. K.Natesan, Vice President-HR, Sakthi Finance Limited, Coimbatore.
12	21.09.2013	Campus to Corporate - Soft skill programme	89	Mr.N.Sampath Kumar, Senior Manager Training & Development, Roots Industries India Limited. Coimbatore
13	24.12.2013	Methodologies for Project Development	174	Dr.Arunkumar Thangavelu School of CSE, Vellore Institute of Technology, Vellore
14	25.02. 2014	Transform Yourself: Transform India.	142	Prof . Ravichandran, Professor in Strategy, IIM-Ahmedaned.
15	21.07.2014 to 24.07.2014	Banking Correspondent and Business Felicitator Training Prgm.	144	IDBI Federal Life Insurance
16	03.09. 2014	Pre-processing in Data Mining using WEKA	97	Prof T.Balasubramaniam, HoD/CSE, Sri Vidya Mandir Arts and Science College, Uthangarai
17	12.09. 2014	Development in Telecommunication Systems	97	Mr.V.Anbalagan, Sub divisional Engineer (CRM), BSNL, Salem.
18	31.10.2014	Indian Financial and Banking Sector – Emerging Trends	139	Mr.V.S.Srinivasan, DGM (Advances), City Union Bank Limited, Kumbakonam
19	05.02.2015	Capital Markets	104	Mr.Jayaprakash, Trainer , National Stock Exchange, Chennai



Guest Lecturer on “Methodologies for Project Development” by Dr.Arunkumar Thangavelu, VIT,Vellore

**INDUSTRY INTERFACE /TRAINING PROGRAMME AND
MOTIVATIONAL TALK CONDUCTED DURING THE LAST FOUR
YEARS (2011-12, 2012-13, 2013-14, 2014-15)**

S. NO	DATE	TITLE OF THE PROGRAMME	NO. OF BENEFICIARIES	RESOURCE PERSON
1	09.11.2011	Inspiring Guidance on self Realization for enriching your life	119	Dr. Kunthavi Shanmugam, MBBS, Gobichettipalayam
2	17.12. 2011	Current Industry process-Recent Exposures, practices & Trends in s/w Industries.	239	Mr.S.Natarajan, Senior S/w Engineer, Netsoft Solutions, Bangalore.
3	25.01. 2012	Corporate Trends & Open Source	120	Mr.M. Vijayakumar, Senior Analyst, Dell International Services, Bangalore
4	30.01. 2012	Industrial Interface on Cyber Security	174	S.N.Ravichandran, Managing Director, Nilgris Chemical Stoneware Co.(P) Ltd., Coimbatore.

5	03.01.2013	Life skill development for the budding Technocrats	118	Ms.Brindha Jayaraman, Family Therapist, Trainer, Director of Anchor Self Help Access (ASHA), & Co-founder of Chennai Counselors Foundation, Chennai.
6	09.01.2013	Current Scenario of software Industries in Recruitment process	112	Mr.Vijayakumar Regional Manager, STC Technologies Pvt.Ltd
7	27.01.2014 & 28.01.2014	Life changing motivational programme	97	❖Mr. V. Benjamin Franklin, Director ❖Mr. Arun K. Nair and Ms. Sunitha Ranjan, Transmind Consultants

2.3.7 Detail (process and the number of students /benefitted) on the academic, personal and psycho-social support and guidance services (professional counseling/mentoring/academic advise) provided to students?

Faculty members play the following two roles to provide psycho-social support to students

1. Class Advisor

- ❖ A Class Advisor is assigned to each class for academic and personal guidance.
- ❖ The duties of the advisor or counselor is to carefully monitor the student activities like regularity of attendance, participation in seminars and the performance of the students in internal and external tests and semester examinations and also provide unbiased guidance and support on issues raised.

2. Mentor

The Mentor-Mentee process is followed

- ❖ 15-20 students are assigned for each mentor
- ❖ The faculty members act as a true friend, philosopher and guide for the students during their study period
- ❖ The mentor advises the slow learners with some sort of remedial classes which help to improve their academic progress

At the Institution Level

- ❖ Organizes Yoga classes, meditation classes, and counseling sessions from professional counselors on psycho-social matters.
- ❖ Placement coordinator identifies the final year student's ability on soft skills and aptitude training. Career Advisory aspect is taken care by arranging expert lectures and interactive sessions with the help of experts from the industry
- ❖ Vivekanandha campus houses a hospital where psychiatrist support is available to all students

2.3.8 Provide details of innovative teaching approaches/methods adopted by the faculty during the last four years? What are the efforts made by the institution to encourage the faculty to adopt new and innovative approaches and the impact of such innovative practices on student learning?

The institute encourages the faculty to balance the academic system with practical skills through various teaching methodologies. Various and diverse activities in almost all the practical subjects are integrated into the academic plans.

The following activities that enhance innovative practices on student learning are:

- ❖ Video lectures from NPTEL.
- ❖ Role playing method is adopted
- ❖ Animated videos to explain more technical concepts
- ❖ Use of online testing
- ❖ Forums, blogs, Webinars are used to provide variety in learning experience
- ❖ The class room session are embedded with “**Monotony Breakers**” –games ,chats, quiz etc., to sustain student interest and energy
- ❖ Best Practices used by the faculty members are shared in the department meetings for the benefit of other members.

2.3.9 How are library resources used to augment the teaching-learning process?

Our library is well stacked with the text books, reference books, periodicals and national and international journals and with the various daily newspapers.

- ❖ All the resources of the library are open to the students and staff.
- ❖ Faculty use the library resources like education CDs, text books, reference books and e-resources to develop the teaching material, question paper, Journal extracts etc.,

- ❖ As per the requirements of the faculty/department latest edition of books are procured
- ❖ While drafting the weekly time table, an hour is normally allocated exclusively for library activities.
- ❖ Each student is provided with 8 library cards which enable them to get books CDs, magazines, Journals etc.,
- ❖ Each and every faculty in the Institute is motivated to make use of all these resources in the day-to-day teaching learning process.
- ❖ Our library uses latest software such as Online Public Access Catalogue (OPAC), which makes it easy to reach the desired book/resource
- ❖ A digital library set up using hi-end systems supported by high speed Internet connectivity (4 Mbps) offers remote access to the faculty.

Summary of Library Resources

No. of Volumes	18486
No. of Titles	9244
No. of Journals	44
No. of e-journals	538
No of e- books	50

2.3.10 Does the institution face any challenges in completing the curriculum within the planned time frame and calendar? If “yes”, elaborate on the challenges encountered and the institutional approaches to overcome these.

Tamil Nadu is by far politically and socially peaceful state and no unrest occur that disturb the Academics.

- Till now all the faculty members were able to complete the syllabus on time.
- The Course plan prepared by every faculty is reviewed by the Head of the department ensuring the completion of the curriculum within the stipulated time period.
- Overall Department level Time-table and also the faculty level session plans are adequately buffered to take care of exigencies.
- In case of emergency leave declared due to rain, general strikes or on the announcement of local festivals, the classes are compensated on Saturdays to ensure that the 90 working days/ semester is strictly adhered to.

- Temporary faculty members or the regular faculty members handle the classes of the faculties who are on long leave due to medical or personal reasons

2.3.11 How does the institute monitor and evaluate the quality of teaching learning?

To ensure the quality of teaching, institute adopts the following steps /procedures:

- The faculty members are briefed by the HoD and by the quality cell and appropriate guidelines are provided.
- As a standard, the faculty members “**state**”/ articulate the “**session objectives**” clearly before a teaching session is delivered.
- Where desired, senior faculty members do “**sit through**” session taken by fresh faculty to review delivery Techniques and effectiveness.
- Informal “Corridor Feedback” gathered by HoD and other senior faculty about teaching effectiveness is reviewed in the HoD meetings
- Internal Assessment Tests and University Result analysis at the end of the semester also guidance to the faculty in improving teaching learning.
- Students also have channels such as class Committee to voice any of their concerns.

2.4 TEACHER QUALITY

2.4.1 Provide the following details and elaborate on the strategies adopted by the college in planning and management (recruitment and retention) of its human resource (qualified and competent teachers) to meet the changing requirements of the curriculum.

The Institution selects qualified and competent persons by a well defined procedure:

- Vacancies are advertised in leading national newspapers.
- AICTE qualification norms are followed while scrutinizing the applications.
- The screened candidates are called for an interview.
- The candidates are asked to demonstrate their teaching skill by way of taking class for few minutes, a presentation on their areas of interest for pursuing research, in the presence of the Selection Committee.

- A personal cum technical interview will be conducted to assess the knowledge of the candidate.
- The Staff selection Committee comprising the Director, HoD and subject experts both internal and external analyze the capability of the candidate.
- On selection, the Chairman issues the appointment order.
- The selected candidate is appointed initially on probation for one year and his or her performance monitored.

The institute has adequate number of qualified and competent staff members to handle the courses offered. Details of the current faculty position are given below:

Highest Qualification	Professor		Associate Professor		Assistant Professor		Total
	Female	Male	Female	Male	Female	Male	
PG	-	-	-	01	04	02	07
M.Phil.,	01	-	01	03	14	04	23
NET/SLET	-	-	-	1	3	2	
Ph.D.,	03	03	04	-	-	-	10
GRAND TOTAL	04	03	05	04	18	06	40

As a practice, college ensures the “Student-Staff” ratio is always on check.

2.4.2 How does the institution cope with the growing demand/ scarcity of qualified senior faculty to teach new programmes/ modern areas (emerging areas) of study being introduced (Biotechnology, IT, Bioinformatics etc.)? Provide details on the efforts made by the institution in this direction and the outcome during the last three years.

- In order to cope with the growing demand, the institute recruits qualified senior faculties with industry exposure.
- For modern areas of study being introduced, experts from various industries are invited as guest lecturers/part-time lecturers.
- The Institution facilitates faculty members to pursue higher studies by offering on duty (OD).
- The Institution provides attractive perks for the faculty members who complete their Ph.D.
- With a deep interest in enhancing the skills of faculty towards recent trends, the institution encourages the faculty to

participate and gain the knowledge through workshops and seminars.

- In addition to this the Institute has subscribed to various journals which keep the teachers updated on the latest developments in their field of interest.
- Due to the continuous efforts and motivation by the management, there has been an increase in faculty members pursuing and completed Ph.D.

2.4.3 Providing details on staff development programmes during the last four years elaborate on the strategies adopted by the institution in enhancing the teacher quality.

The Institute offers informal and friendly environment that nurtures professional growth of every faculty member and to work as a team.

a) Nomination to staff development programmes

Academic Staff Development Programmes	Number of Faculty			
	2014-15	2013-14	2012-13	2011-12
National/International Seminar/Workshop	5	2	8	14
Guest Lectures Delivered	3	11	5	3
Faculty Development Programme	1	3	3	3

b) Faculty Training programmes organized by the institution to empower and enable the use of various tools and technology for improved teaching-learning

The Institution organizes Faculty Development Programmes and workshops for the benefit of faculty members to update their knowledge with latest emerging trends.

S.NO	FDP /SDP	DATE
1	AICTE sponsored SDP on “Corporate Governance-Global Issues & Challenges”	12-July-2010 to 24-July-2010 (13 Days)
2	FDP on “Best Teaching Practices & Presentation Skill Development”	5-July-2011 (1 Days)
3	AICTE sponsored SDP on “Managing Disaster in a Globalized Era”	27-June-2011 to 09-July-2011 (13 Days)
4	Anna University sponsored SDP on “Business Research Methods”	26-Dec-2011 to 2-Jan-2012 (8 Days)
5	Anna University sponsored SDP on “Middleware Technologies”	22-June-2011 to 29-June-2011 (8 Days)
6	FDP on “Modern Teaching Methods”	3-Feb-2012 to 4-Feb-2012 (2 Days)
7	FDP on “Teaching Creativity & Teaching for Creativity”	24-July-2012 (1 Day)
8	AICTE sponsored FDP on “Financial System in Emerging Economics”	27-May-2013 to 8-June-2013

c) Percentage of “faculty participation” in various skill development activities/events

- ❖ 10% been invited as resource persons in Workshops / Seminars / Conferences organized by external professional agencies
- ❖ 60% participated in external Workshops / Seminars / Conferences recognized by national/ international professional bodies
- ❖ 50% presented papers in Workshops / Seminars / Conferences conducted or recognized by professional agencies

2.4.4 What policies/systems are in place to recharge teachers? (eg: providing research grants, study leave, support for research and academic publications teaching experience in other national institutions and specialized programmes industrial engagement etc.)

The faculty members are encouraged to continuously update their knowledge and skill. The following strategies are followed:

- ❖ Faculty are given OD to attend FDP and conferences conducted in reputed Institutions/industries; the registration fee for the participation in such workshops/seminar/conferences is reimbursed
- ❖ Faculty are encouraged to
 - Get trained in industries
 - Take up Consultancy projects.

- Register for the Ph.D. programme
- Organize national/international Conferences, Workshops and Seminars.
- Apply for funded projects

2.4.5 Give the number of faculty who received awards / recognition at the state, national and international level for excellence in teaching during the last four years. Enunciate how the institutional culture and environment contributed to such performance/achievement of the faculty.

As an Educational Institution committed to Women Empowerment through Education, the Institution provides excellence atmosphere both professional s and personal, to the faculty to grow and excel in their teaching career. Ours being a young Institute is yet to get such recognitions; however, enough effort is invested in enriching the career of the faculty members through timely recognitions and awards/rewards.

2.4.6 Has the institution introduced evaluation of teachers by the students and external Peers? If yes, how is the evaluation used for improving the quality of the teaching-learning process?

Yes, the institution has introduced evaluation of teachers by the students periodically. The feedback form mainly focuses on the various aspects of teaching skills of the faculty members such as teaching methodology, punctuality, communication skills, presentation, knowledge, content covered, innovative practices, doubt clearance and practical knowledge and overall behavior and attitude. The feedback is collected from the students during the semester. Based on the feedback given by the students, HoD and Director counsel the faculty members accordingly. At the end of every year, academic audit is conducted by an external peer team to evaluate the staff performance. By these means the quality of teaching is continuously monitored, evaluated and improved. Also, informal feedback is collected from the visiting external experts based on their interactions with the faculty.

2.5 EVALUATION PROCESS AND REFORMS

2.5.1 How does the institution ensure that the stakeholders of the institution especially students and faculty are aware of the evaluation processes?

- A dedicate Exam cell is in operation within the institute who are, mandated to own evaluation process. They follow guidelines and norms set out by the University and by the Institution.

- Pass criteria and graduation details are shared with the students at the beginning of each semester.
- As per the Academic calendar from Controller of Examinations, Anna University, internal and model exam schedules are prepared by Exam cell coordinators.
- Internal and model exam schedules are informed to the students through class advisors and the same is also displayed in the notice board.
- The semester examination schedule announced by Anna University is also displayed in the notice board; information about arrear examination is intimated to students by their class advisors.

2.5.2 What are the major evaluation reforms of the university that the institution has adopted and what are the reforms initiated by the institution on its own?

During the past four years, no major reform has been introduced by the University in the evaluation process. However the institute is continuously working on the effective conduct of the exams through the dedicated Exam cell.

Internal Examination:

- ❖ Question papers for Internal test and model exams are prepared by the concerned subject faculty and it is submitted to the exam cell for conducting the actual test/Exam.
- ❖ All the Internal test, model exams and project reviews are conducted by the Exam cell as per Anna university schedule.
- ❖ Answer scripts are evaluated by subject- in -charge and evaluated answer scripts given back to the students within a week.
- ❖ Internal marks and attendance of the students are uploaded in Anna university web portal.

External Examination:

- ❖ End –of-semester has two parts, namely, Theory and Practical.
- ❖ Theory Examination question papers are prepared by Anna University and also the answer scripts are evaluated by the University through central valuation.
- ❖ Practical Examination question papers are prepared as per Anna University instructions and the answer scripts are evaluated by External Examiners appointed by University within the campus
- ❖ Practical examination marks are uploaded in the Anna University web portal on the same day of the examination by the institute
- ❖ Project viva-voce is also conducted by the External Examiners appointed by University.

Some of the Evaluation reforms introduced by the institutions are:

- ❖ Class test are conducted by the faculty members.
- ❖ Retests are conducted for those who are absent during the Internal test, for the slow learners and also for the students who opt for “improvement”
- ❖ Quizzes and Oral test are conducted at the end of the class by the faculty members to check/gauge the level of understanding of the students.
- ❖ Assignments and case studies given to students on the subjects and on general topics, help to create overall awareness
- ❖ To evaluate the communication, technical and presentation skills of the students, they are asked to conduct seminars and present papers etc.,

2.5.3 How does the institution ensure effective implementation of the evaluation reforms of the university and those initiated by the institution on its own?

The institution ensures strict adherence to the evaluation reforms of the university, through the following steps.

- ❖ Question papers for Internal test and model exams are prepared by the concerned subject faculty and it is submitted to the exam cell.
- ❖ Internal tests and project reviews are conducted by the Exam cell as per Anna university schedule.
- ❖ The institution makes the portal entry of internal test marks and attendance percentage as per the schedule fixed by the Anna University.

2.5.4 Provide details on the formative and summative assessment approaches adopted to measure student achievement. Cite a few examples which have positively impacted the system.

The mark for the continuous assessment is being awarded as per the Anna University procedure given below:

(i) Theory Papers:

Three tests each carrying 100 marks are conducted during the semester by the concerned Department. The total marks obtained in all tests put together out of 300, is proportionately reduced for 20 marks and rounded off the nearest integer.

Weightage for Theory Papers:

- ❖ Internal Assessment - 20%
- ❖ End Semester Examination - 80%

(ii) Practical Exam:

The maximum marks for Internal Assessment is 20 in case of practical courses. Every practical exercise is evaluated based on completion of the exercise and the records maintained. The criteria for arriving at the Internal Assessment marks of 20 are as follows: 75% marks are awarded for successful completion of all the prescribed exercises done in the Laboratory and 25% marks for the model practical. The total mark is reduced to 20 and rounded to the nearest integer.

Weightage for Practical Exam:

- ❖ Internal Assessment - 20%
- ❖ External Assessment - 80%

(iii) Project Work

There are three assessments (each 100 marks) during the Semester by a review committee. The Student shall make presentation on the progress made before the Committee. The total mark obtained in the three assessments is reduced to 20. There is a viva-voce during End Semester Examinations conducted by a Committee consisting of the supervisor, one internal examiner and one external examiner. The external examiners are appointed by the University.

Weightage for Project Work:

- ❖ Internal Assessment - 20%
- ❖ Evaluation of Project Report by external examiner - 30%
- ❖ Viva-Voce Examination - 50%

(iv) Summer project

The summer project carries 100 marks and is evaluated through internal assessment only. At the end of Summer Project, the candidate submits a certificate from the organization where she has undergone training and a brief report. The evaluation will be made based on this report and a Viva-Voce Examination, conducted internally by a three member Departmental Committee constituted by the Head of the Institution.

Weightage for Summer Project:

❖ Internal Assessment - 100%

2.5.5 Detail on the significant improvements made in ensuring rigor and transparency in the internal assessment during the last four years and weightages assigned for the overall development of students (weightage for behavioral aspects, independent learning, communication skills etc.

Internal tests, attendance are used to monitor and improve the performance of students. Retest and Remedial classes are arranged for slow learners. Internal marks and attendance of the students are uploaded in Anna University web portal periodically. As the students have access to Anna University web portal, attendance and the internal mark calculations are made in a **transparent** way. Students can check their marks and attendance from the web portal.

Assignments and case studies are given to the students to develop their independent learning. To improve their communication skills, seminars are assigned by the subject faculty members. Group discussion and management games are pre arranged for the students for enhancing their behavioral aspects.

2.5.6 What are the graduate attributes specified by the college/ affiliating university? How does the college ensure the attainment of these by the students?

The Computing and Management professional Graduate Attributes are as follows:

(i) Problem Analysis

By giving real time projects, Technical Seminars, the ability of students to critically analyze synthesis and evaluate data and sources to construct new knowledge and personal understanding are enhanced.

(ii) Individual and Team Work

Outbound training, group projects and symposiums helps the students to develop their team working culture, organizing and managing skills and involving students in organizing events and giving them opportunities for leadership and team work.

(iii) Industrial Exposure

By inviting technical experts from Industries, Various interactive sessions, Workshops, Seminars are organized for the benefit of students to meet the upcoming requirements of the industries.

(iv) In plant Training

Our students are nurtured and developed into industry ready professionals through exposure to real time industry working and practices, by way of in-plant training in leading industries.

(v) Industrial Visits

Our students are provided with adequate exposure to the industrial practices through visit to reputed industries. Accompanied by Faculty members, students are given practical side of their curriculum learning

(vi) Innovation and Entrepreneurship

To encourage students to consider self-employment as a career option and provide training in entrepreneurship, AICTE sponsored Entrepreneurship Development Cell organizes activities and events to train and motivate the students on entrepreneurship

(vii) Societal and Environmental Concern

Societal and Environmental Awareness are created through guest lectures, Field work, NSS, and Student club activities.

In addition, activities such as Personality Development Programme (PDP), soft skills, group discussion, aptitude classes, guest lectures and participation in co- curricular & extracurricular activities are incorporated.

2.5.7 What are the mechanisms for redressal of grievances with reference to evaluation both at the college and University level?

Following are the key points of the grievances redressal of process relating to evaluation that are communicated to the students:

- At college level the internal assessment tests answer scripts are evaluated and is distributed to the students. If there are any grievances, the students can approach respective subject in charges for redressal.
- University evaluates the end semester examinations answer scripts and publishes the result in the university web portal. The students can view their marks in the web portal. If there are any grievances, the students can apply for photocopy of their answer paper within 2 weeks from the declaration of results on payment of a prescribed fee through proper application to the Controller of examinations.
- The answer scripts will be evaluated by the course teacher and if any discrepancies found, the students may apply for revaluation
- The Controller of examinations arranges for the revaluation and the results are published in the university web portal with intimation to the students.

- The students who are not satisfied with Revaluation can apply for challenge Revaluation in a theory course within the prescribed date on payment of a prescribed fee through proper application to Controller of examination through the Head of the Institution.
- The fee paid for challenge revaluation will be refunded to the students if there is any change in marks in revaluation.

2.6 STUDENT PERFORMANCE AND LEARNING OUTCOMES

2.6.1 Does the college have clearly stated learning outcomes? If “yes” give details on how the students and staff are made aware of these?

Following Learning Outcomes are considered during the delivery of the curriculum:

- ❖ Acquisition of in-depth subject knowledge
- ❖ Motivate to pursue research
- ❖ Enhancement of soft skills and communication skills in English and foreign languages.
- ❖ Building up the confidence necessary for students to aspire and take up career at a higher level.
- ❖ Entrepreneurial skills to promote independence and generate income
- ❖ Training in soft skills to instill confidence to face job interviews
- ❖ The students are communicated about additional skills and add on certification courses that enhances their employment prospectus

These outcomes are made known to faculty members through staff and department meetings. Students are made aware of these outcomes in their ward meetings and discussions in class. Each paper introduced by a department has specific learning outcomes which are clearly spelt out in the syllabus which is provided to all the students at the beginning of the academic year.

2.6.2 Enumerate on how the institution monitors and communicates the progress and performance of students through the duration of the course/programme? Provide an analysis of the student's results/achievements (Programme/course wise for last four years) and explain the differences if any and patterns of achievement across the programmes/courses offered.

The institute is practicing the following mechanisms to monitor and communicate the performance of the students:

- (i) Internal Assessment are analyzed
- (ii) University Results are analyzed

Findings are communicated to

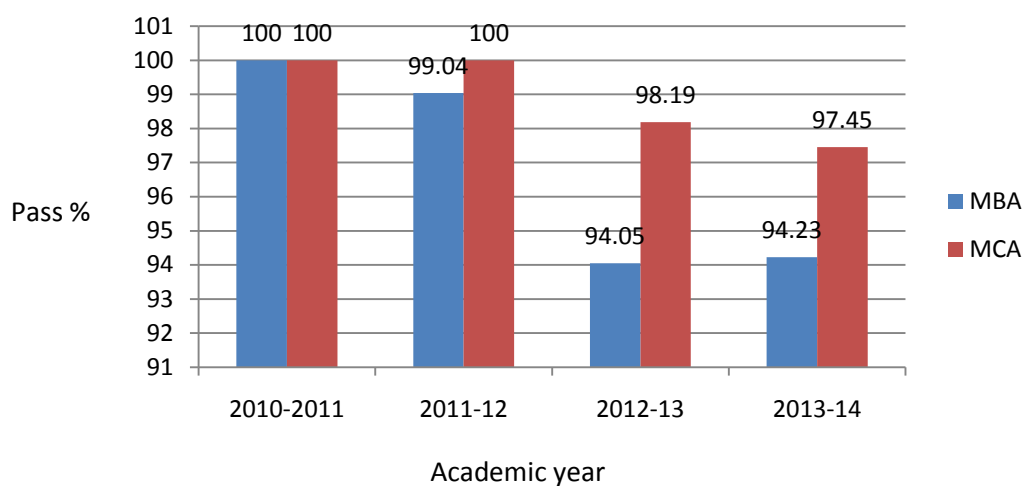
- ❖ Student: Informed through notice board, Web site and in the class rooms. The weak students are given for special counseling
- ❖ Faculty: Findings are reviewed with HoD
- ❖ Parents: Whenever necessary the parents are requested to meet the Class Advisor/Mentor.

The academically poor students are given regular guidance by the concerned faculties.

Result analysis for the past four years

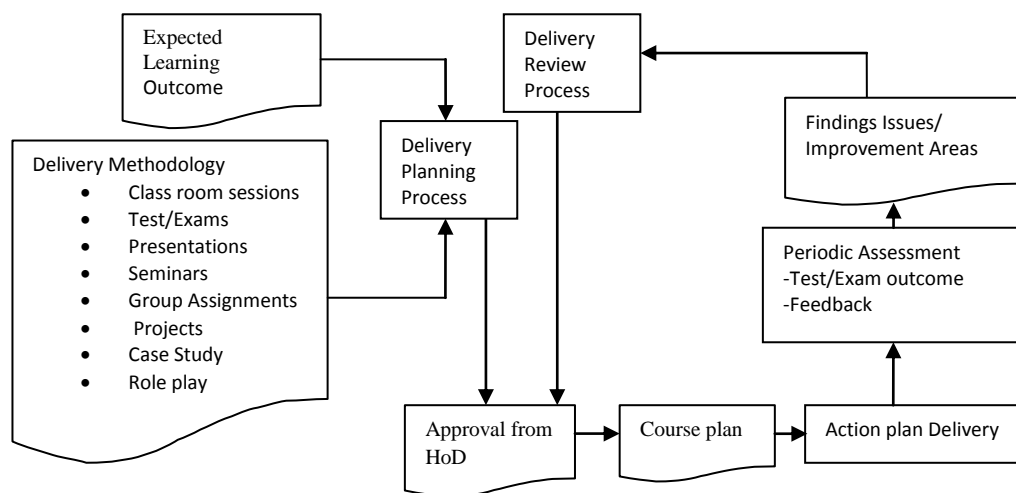
PASS PERCENTAGE OF THE STUDENTS					
S.No	Department	2010-2011	2011-12	2012-13	2013-14
1	MBA	100	99.04	94.05	94.23
2	MCA	100	100	98.19	97.45

The following chart represents result analysis for the past four years



2.6.3 How are the teaching, learning and assessment strategies of the institution structured to facilitate the achievement of the intended learning outcomes?

The following pictograph depicts the structured flow of the teaching learning assessment process



2.6.4 What are the measures/initiatives taken up by the institution to enhance the social and economic relevance (student placements, entrepreneurship, innovation and research aptitude developed among students etc.) of the courses offered?

- Mini project report and project reports are prepared by the students to develop research attitude among the students.
- The Institute conducts training, workshops on entrepreneurship with the help of EDC. The students are motivated through personality development programmes and also encouraged to participate in activities for social and community service.
- Training and Placement Cell of the institute conducts personality development, communicative English and aptitude training classes for the students.
- Institute conducts special programmes to enhance the social and economical relevance of course with different cells like EDC and NSS. Institute offers PhD programme to support the research activity.

2.6.5 How does the institution collect and analyze data on student learning outcomes and use it for planning and overcoming barriers of learning?

IQAC plays an important role in planning to improve the learning effectiveness of the students. The institute organizes industrial visits and events and then takes feedback from the students and analyses the learning's in the form of report. Result analysis of Internal Assessment and University Results are analyzed to know the students and faculty skills that helps to improve both the students and faculty. The students are given remedial coaching where required.

Institute has taken following steps to overcome barriers:

- Providing Question bank of various subjects
- Timely Redressal of student's grievances.
- By showing answer books to students to make them understand their relative strengths and weaknesses
- Mandatory Minimum attendance limit for students to minimize absenteeism.
- The periodic evaluation of teachers helps in the improvement of learning outcome
- Extra classes for weak students to solve their problems.
- Alumni meeting are conducted every year and the feedback from the alumni is accepted for planning and improvement of the institution.

2.6.6 How does the institution monitor and ensure the achievement of learning outcomes?

Monitoring/Analyzing learning outcomes:

- ❖ Faculty ensures the achievement of learning outcomes by the students through the course delivery, interaction and evaluation
- ❖ At the Department level, results of internal and external assessments are maintained and analyzed in the departments. Gaps found between the expected and actual learning outcomes, the reasons are analyzed at the department level meetings.
- ❖ Assignments and laboratory experiments are planned to complete within the given duration. Attendance of the students calculated for every assessment period and same is uploaded in the university website and informed to students about their lack in attendance.
- ❖ Various students' competition are conducted to enrich their students in other skills like co- curricular activities, sports, NSS camp etc. all the lab courses are continuously assessed, students who lag in these courses are given additional help and guidance.

2.6.7 Does the institution and individual teachers use assessment/evaluation as an indicator for evaluating student performance, achievement of learning objectives and planning? If “Yes” provide details on the process and cite a few examples.

Yes, the Institute and faculty use assessment/evaluation as indicator for performance evaluation of the students.

- When the faculty plans the course, he/she formulates the objectives and assessment plan for the course. Students with poor academic performance are given greater attention by the teachers.
- The faculty gets general feedback after the first test evaluation is over to know the students performance and to formulate further classes based on student performance.
- Institute also uses the evaluation and assessment measures to check whether objectives of the programme are fulfilled by the course.

CRITERION III: RESEARCH, CONSULTANCY & EXTENSION

3.1 PROMOTION OF RESEARCH

3.1.1 Does the institution have recognized research center/s of the affiliating University or any other agency/organization?

Yes, both the departments- MBA & MCA have been recognized as Research Centers by Anna University.

Approval details

Courses	Approval Letter Details
MBA	AUTCBE/Research/CR2/1320/3/2012 dated 09/04/2012
MCA	AUTCBE/Research/CR2/1320/3/2011 dated 29/11/2011

3.1.2 Does the Institution have a research committee to monitor and address the issues of research? If so, what is its composition? Mention a few recommendations made by the committee for implementation and their impact.

Yes, research committee has been formed. One of the primary tasks of research committee is to monitor and address issues relating to research activities at our institution. We have common research committee to facilitate and monitor the research activities for both MBA & MCA.

Presently the Research Committee comprises of the following members:

VIIMS - RESEARCH COMMITTEE	
Name of the Member	Position
Dr.A.Somu, MBA., M.Com., M.Phil., Ph.D.,	Chairperson
Dr.S.Dhanalakshmi, MCA.M.E., M.Phil., Ph.D	Member
Dr.P. Sumitra, MCA., M.Phil., Ph.D	Member
Dr.T. Ramaprabha, MCA., M.Phil., Ph.D	Member

Research Committee strives to promote research by

Some of the recommendations by Research Committee over the years are as under:

- ❖ Faculty members must present more number of papers in National/ International level magazines/ Journals.
- ❖ Find methods/ activities to maximize utilization of funds by Government agencies such as AICTE, UGC, CSIR, etc.
- ❖ Increase coordination between MBA & MCA to achieve inter-disciplinary research.
- ❖ Find mechanisms/ methods to increase Industry interactions to identify field problems/ issues.

Impact of Research Committee recommendations on promoting research activities of the institution:

- ❖ Faculty publications have been increased.
- ❖ Fund generated under various schemes of government funding agencies have increased.
- ❖ Improved interaction between MBA and MCA departments for interdisciplinary research.
- ❖ Interaction with Eminent industrial Practitioners/Professors through international conferences and industry interaction Programs organized by the institution.

3.1.3 What are the measures taken by the institution to facilitate smooth progress and implementation of research schemes/projects?

The institution has laid down clear guidelines/ norms relating to research activities; these are operationally monitored by the research committee.

- ❖ Autonomy to the principal investigator
- ❖ Timely availability or release of resources
- ❖ Adequate infrastructure and human resources
- ❖ Facilitate timely auditing and submission of utilization certificate to the funding authorities

3.1.4 What are the efforts made by the institution in developing scientific temper and research culture and aptitude among students?

- ❖ The institution is developing scientific temper and research culture and aptitude among the students through the establishment of research quality circles periodic meetings of the quality circle facilitates increased understanding in carrying out the research projects.

- ❖ The institute regularly organizes workshops on research methodology, seminars, guest lectures and technical symposia for the benefit of both students and faculty members.
- ❖ International and national conferences on topics of global significance are organized to provide exposure in research areas among the faculty.
- ❖ Interaction with professors from national/international institutions facilitates enhancement of their knowledge level for carrying out their research projects.
- ❖ The management of the institute is offering seed money to the faculty members and the students for their research initiatives.
- ❖ In addition to this the management is offering the facility of reimbursing registration and publication fee on participation in Seminar, Conferences and FDPs'.

3.1.5 Give details of the faculty involvement in active research (Guiding student research, leading Research Projects, engaged in individual/ collaborative research activity, etc.

The faculty members are actively involved in doing funded projects and contributing to useful research outcome. The details of funded research projects completed in last four years are given below:

Number of projects completed under Various funding organizations						Total Amount Sanctioned in last four years (in Rs.)
AICTE	Anna University	CSIR	ICMR	TSCST & NCSTS	ISTE	
7	2	3	1	1	1	29,20,000

The institute is successful in completing the projects within the stipulated time period. Many of the proposals submitted are under scrutiny and are awaiting sanctions.

Number of Ph.D. scholars under the supervision/ Guidance

Anna University - Coimbatore			
S.No	Research Scholar's Name	Register No.	Mode
1	Mr.O.A.Balasubramaniam	4089133105	Part Time
2	Mr.N.Raveendran	4089133123	Part Time

3	Mr.R.Muruga Ganesh	71061321035	Part Time
4	Ms.S.Priyambigai	71091332020	Part Time
5	Ms.V.Ramya	11271332021	Part Time
6	Mr.S.Senthilkumar	10961321075	Part Time

Bharathiar University – Coimbatore			
S.No	Research Scholar's Name	Register No.	Mode
1	Ms.V.S.Sujatha	20011ER187	Part Time
2	Ms.M.A.Vijaya	R-Ph.D-E-2009-0937	Part Time
3	Mr.K.Kamaraj	R-Ph.D-E-2009-0797	Part Time

3.1.6 Give details of workshops/ training programmes / sensitization programmes conducted/organized by the institution with focus on capacity building in terms of research and imbibing research culture among the staff and students.

The institution is organizing periodic Seminars / Workshops / Conferences to facilitate the staff members and the students to gain exposure to new and creative ideas, problem areas and expertise knowledge leading to research thinking. Number of such events organized in recent years is detailed below:

Number of Research Capacity Building events organized in the last four years

Department	No. of National Conferences/ Seminars	No. of International -nal Conferences/ Seminars	No. of Workshops	No. of Guest Lectures	No. of Skill up gradation Training	No. of SDP/ FDP
MBA	-	4	7	18	4	6
MCA	8	1	12	7	3	2
Total	8	5	19	25	7	8

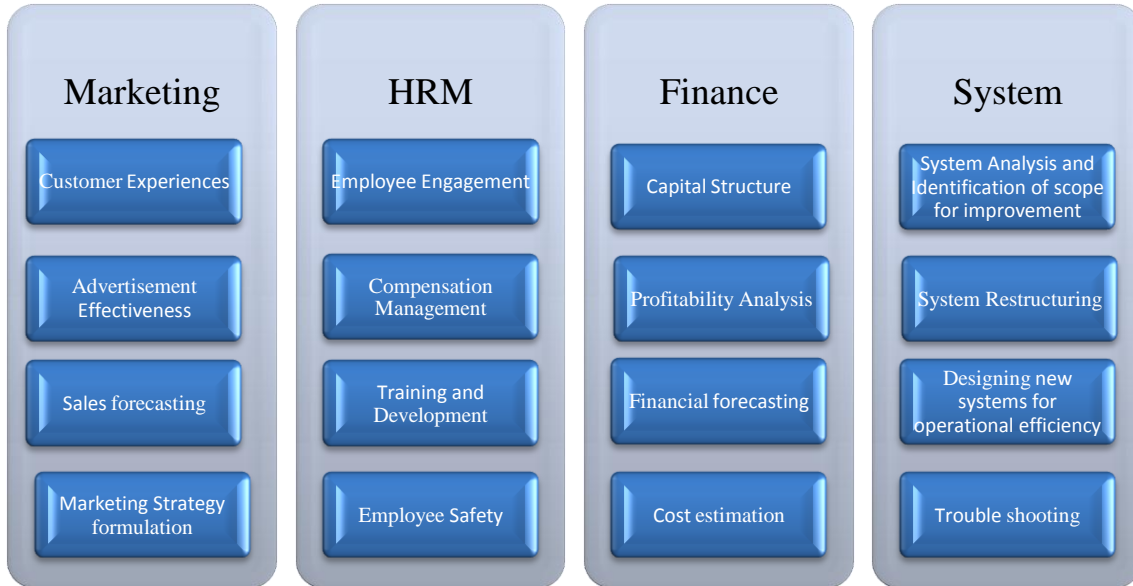
From time to time the Research Committee facilitates interaction of faculty members with external research guides to gather new ideas and to learn latest trends.

3.1.7 Provide details of prioritized research areas and the expertise available with the institution.

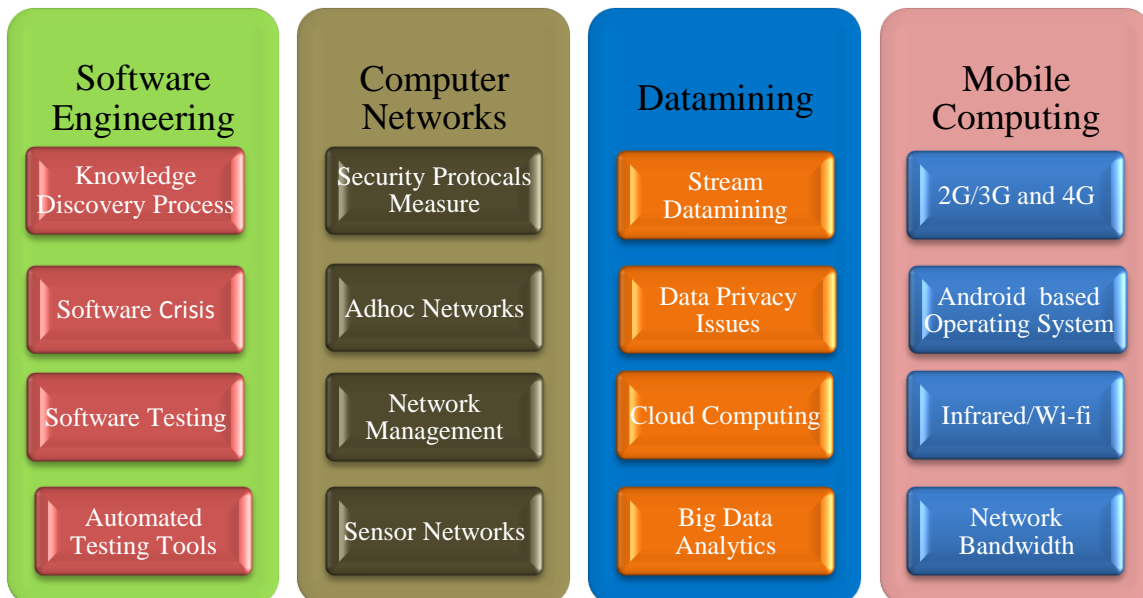
Both the departments of the institution are strengthened with qualified and experienced faculty members who expertise in their field of specialization. The following table shows the prioritized research areas and the expertise of the faculty members in MBA and MCA departments.

Research Expertise of MBA Department	
<p>Designing the Research Plan on contemporary business issues.</p> <p>Identifying business problems from its symptoms .</p> <p>Diagnosing the problems to suggest best solution.</p>	<p>Designing and development of appropriate data collection tools.</p> <p>Verification of reliability and validity of data collection instrument.</p>
<p>Application of Statistical Software tools in extracting reliable inference from the data collected.</p> <p>Executing Multi-variate analysis to get required information from the complicated data set.</p>	<p>Generating Executive summary and preparation of effective reports for the submission.</p> <p>Using pictorial presentations including charts that represents the resulted data in a meaningful form.</p>
Research Expertise of MCA Department	
<p>The Research centre is established to promote research activities in the field of Computer Applications. The centre is recognized as a research centre of Anna University, Chennai.</p> <p>Research centre will monitor and evaluate the Candidates admitted for Research Programmes in the department.</p>	<p>Examining the emerging research areas in the field of computer applications.</p> <p>A logical, analytical and creative approach to the research problems.</p>
<p>The academic research work carried over through the centre covers wide range of various technical domains such as Wireless Networks, Image Processing, Web Services, Mining and Security.</p> <p>Applying research proposals and funded projects to the funding agencies like AICTE, DST, DRDO & CSIR.</p>	<p>Support provided by the centre:</p> <p>Invites researchers to create a common platform to build interdisciplinary research work.</p> <p>Conducts education and training programs related to global emerging trends.</p>

Prioritized Research Areas of MBA Department



Prioritized Research Areas of MCA. Department



3.1.8 Enumerate the efforts of the institution in attracting researchers of eminence to visit the campus and interact with teachers and students?

The institution continuously strives to bring researchers of eminence and academicians to visit the campus and interact with faculty and Students through inviting them for guest lectures, seminars, international conference and workshops and through formal tie-ups.

S. No	Researchers of Eminence visited the campus in recent years	Date
1	Dr. Carl Cordes MD Dye Tech International UG, Germany	15.02.11
2	Mr. Balaji Rajendran Senior Staff Scientist, Bangalore.	14.07.11 & 15.07.11
3	Dr. G.M. Nazira AP, Govt Arts College, Salem	
4	Dr. A. Arumuga Perumal Prof & Head in CS, St. Hindu College, Nagercoil.	
5	Dr. A. Arumuga Perumal , Prof., & Head in CS, ST. Hindu College Nagercoil	22.07.11
6	Mr. S. Yogeshwaran SRM InfoTech, Tiruchengode	
7	Dr. S. Swamynathan , AP Dept of IST, Anna University Chennai	
9	Dr. A. Vadivel , Prof, NIT, Trichy	11.08.11 & 12.08.11
10	Dr. A. Subramani , Prof., Dept of Computer Application, KSR College, Tiruchengode	
11	Dr. S. P. Santharajah , HOD, Dept of Computer Application, Sona College, Salem	
12	Dr. B. Surendiran NIT, Trichy	27.08.11
13	Dr. P. Jaganathan Prof, Head of CS, PSNA College of Eng., Dindugal.	
14	Dr. Ramesh, Associate Professor Bhahirdar University, Bhahirdar Federal Democratic Republic of Ethiopia.	05.09.11
15	Mr. Sathish Xavier , Head, Talent Acquisition, William Lea, Chennai	20.07.12 & 21.07.12
16	Mr. Arul Prakash Product Application Engineer, Supreme Scientific Corporation, Madurai	
17	Dr. R. Gunesakaran , Asso. professor, Department of Computer Technology, Madras Institute of Technology, Chennai	

18	Dr.R.Padmanaban Ramasamy, Principal Consultant, NextGtech Research Lab, Chennai	
19	Prof.R.Venkatapathy Director, BSMED Chair-Board of Studies in Management, Bharathiar University, Coimbatore	24.07.12
20	Ms.Priyasri Anilkumar, India UR Leader, Honeywell International Pvt., Ltd., Bangore	17.08.12 & 18.08.12
21	Prof.Dr.G.M.Tamilselvan Department of ECE, Bannari Institute of Technology, Sathyamangalm	
22	Mr.A.K.Mohamad Azad CEO, REACH Information & Communication Systems	
23	Prof.Dr.C.Chellappan, School for CS & Eng., Anna university Chennai	
24	Prof.Dr.S.Sivanesan, School of CS, VIT University	
25	Dr.A.V.R.Pandiyan Director, JSN School of Management, Kanchipuram	23.08.12
26	Mr.Selvakumar Antony, Technical Director & District Information Officer, Namakkal	14.12.12 & 15.12.12
27	Mr.Biju Velayudham Senior Manager, Head IT, GKNM Hospital, Coimbatore	
28	Mr.Dilip Kumar, Product Head, Six Axis System & Technology, Bangalore	
29	Mr.Vijayakumar Regional Manager, STC Technologies Pvt., Ltd.,	09.01.13
30	Dr.Mohamed Shah Alam Prof. of Accounting & Info. Systems, Rajshahi University, Bangladesh	12.04.13 & 13.04.13
31	Ms.Swami Lalitananda Faculty Resource Person, CS Academy, Coimbatore	
32	Dr.K.Manivannan, Dean Planning and Development, Secretary, ISTE-Tamil Nadu	12.08.13
33	Mr.K.Balasubramaniam CEO, Creative Management Consultancy, Trichy	20.08.13
34	Mr. Karthikeyan Chandrasekaran, PMP, Senior Manager, Project & Program Management, Dell International Services, Bangalore.	06.09.13 & 07.09.13
35	Dr. C.Senthamarai Assistant Professor of Computer Applications, Govt. Arts College (AutonoMoUs) Salem	
36	Dr.S.Parthasarathy Associate Professor & Head, Department of Computer	

	Applications, Thiagarajar College of Engineering, Madurai.	
37	Dr. R. Umarani Associate Professor, Department of Computer Science, Sri Sarada College for Women (AutonoMoUs), Salem	
38	Dr.K.Natesan Vice President-HR, Sakthi Finance Ltd, Coimbatore	14.09.13
39	Dr.S.Sudalaimuthu Former Vice Chancellor, Alagappa University, Karaikudi	27.02.14 & 28.02.14
40	Mr.Sathishkumar Chandrasekarn, Senior Software Engineer, CISCO, Bengaluru	18.03.14 & 19.03.14
41	Mr.Padmanaban Ebbas, Team Leader, I-FACT Technologies, Bengaluru	
42	Mr.Muthukumar Shanmugiah, Senior Software Engineer, Citrix, Bengaluru	
43	Dr.George Joseph Alapatt Business Development Representative, South East Asia at ICM, UK	16.07.14
44	Dr.K.Samuel Director, Hindustan College of Engineering, Coimbatore	
45	Mr.Vector Pushpakumar Puthoda Personality Development Trainer, Chennai	03.09.14
46	Dr.G.P.Garg Registrar, NISM (Education Wing of SEBI), Mumbai	12.09.14
47	Shri.Badri Narayanan Deputy Manager, BSE, Regional Centre, Chennai	
48	Ms.Padmaja Mentor, MMA Students Chapter Activities, MMA, Chennai	26.09.14
49	Mr.Mark Waren, Managemet Consultant, Tesla2, Inc., USA	27.02.15 & 28.02.15
50	Mr.K.Suresh President & CEO, India Cements Capital Limited, Chennai	
51	Dr.Natarajan Vice Chancellor of Gandhigram Rural Institute – Deemed University	
52	Dr.Wolfgang Messner Associate Professor., MYRA School of Business, Mysore	
53	Dr. Ambalam Pushpanathan, Head, Dept. of Economics & Management, University of Jaffna, Srilanka	
54	Dr. Ralph Lano Professor, Nuremberg Technical University, Germany	06.03.15 & 07.03.15

55	Dr.N.Kala, Registrar i/c, Mother Teresa University, Kodaikanal	06.03.15 & 07.03.15
56	Dr.Sundresan Krishnan Iyer, Principal, Education & Research, Infosys Ltd., Mysore	
57	Dr.E.George Dharma Prakash Raj, Faculty Member, Department of Computer Science, Bhrathidasan University, Trichy	
58	Dr.Arunkuamr Thangavelu, Professor & Head, School of Computing Science & Engineering, VIT, Vellore	

3.1.9 What percentage of the faculty has utilized Sabbatical Leave for research activities? How has the provision contributed to improve the quality of research and imbibe research culture on the campus?

The faculty members actively involved in research is favored with sabbatical leave and 10 per cent of the faculties have utilized such provision in last 4 years. The institution is offering on-duty to the faculty members who are participating in seminars and conferences. The institution has a policy to assist faculty members to pursue their Ph. D in order to promote research culture in the campus. The faculty members who are pursuing Ph.D. research works are provided with required infrastructural and facilities such as hardware and software resources.

The provisions given by the institution helped the faculty members in the following ways:

- ❖ Active involvement in research activities
- ❖ Submission of more project proposals for various funding agencies
- ❖ Quality research through research publications
- ❖ Improved teaching and learning process
- ❖ Publication of journal for the Department.

3.1.10 Provide details of the initiatives taken up by the institution in creating awareness/advocating/transfer of relative findings of research of the institution and elsewhere to students and community (lab to land)

Transfer of relative findings of Research

The institution transfers the findings of its research activities to the business applications and continues to monitor the functioning of the application for further improvement. The accounting information system developed by the department is well received by the internal client because of its comprehensive business domain. Such contribution develops the research base for future improvements to the staff members and students as well. Research projects

carried out in the specializations of Marketing and Financial Management enables to develop appropriate strategies in the fields. These Strategies are tested by the students during their business practices in trade fair organized by the institute.

3.2 RESOURCE MOBILIZATION FOR RESEARCH

3.2.1 What percentage of the total budget is earmarked for research? Give details of major heads of expenditure, financial allocation and actual utilization.

Amount Spent on Research during the last 4 Years

Year	Budgeted Amount	Amount Spent in Rs.					% of Utilization
		Seed Money	International Conference	H/W Components	Software	Library resources	
2011-12	2500000	50000	480000	1125000	644455	120648	96.80
2012-13	1500000	100000	512000	100000	297180	242589	83.45
2013-14	2200000	100000	527000	610000	560070	246189	92.88
2014-15	2000000	150000	542000	267000	708660	111172	88.94

3.2.2 Is there a provision in the institution to provide seed money to the faculty for research? If so, specify the amount disbursed and the percentage of the faculty that has availed the facility in the last four years?

Yes, the Institution provides seed money to outstanding research initiatives of the faculty & students.

Amount of Seed money distributed in the last four years are indicated in the table below

Year	Department	No. of Faculties availed seed money	Amount Disbursed	% of faculties availed
2011-12	MBA	2	20,000	13
	MCA	2	20,000	8
2012-13	MBA	4	40,000	25
	MCA	4	40,000	17
2013-14	MBA	4	40,000	25
	MCA	5	50,000	21
2014-15	MBA	6	60,000	38
	MCA	7	70,000	29

3.2.3 What are the financial provisions made available to support student research projects by students?

The Institution makes financial provision to award outstanding projects chosen amongst the research projects presented by the students as well as faculty. The award is around ₹5000 to ₹10,000.

3.2.4 How does the various departments/units/staff of the institute interact in undertaking inter-disciplinary research? Cite examples of successful endeavors and challenges faced in organizing interdisciplinary research.

The Department of MBA and MCA is actively involved in the inter discipline research initiatives. The Business domain exposures of the MBA students are converted as a software system by the MCA students by the Technical expertise.

Inter disciplinary research activity of the Institute

Departments involved in the Projects	Nature of Association	Title of the Project	Amount of the Project ₹
MBA & MCA	Conversion of Accounting Knowledge into an accounting System	Accounting Information System	60,000

3.2.5 How does the institution ensure optimal use of various equipment and research facilities of the institution by its staff and students?

The Institution ensures the optimal use of computer systems and library resources through accession registers maintained separately for the faculty members and the students. These entries are periodically reviewed by the research committee. The network access is monitored by the system administrator of our institution. Any issues relating to the access of resources is addressed immediately

With the help of the system experts available in the institution the students and the staff members staying in the hostel can also access the network resources through WI-FI facility offered in the hostel.

3.2.6 Has the institution received any special grants or finances from the industry or other beneficiary agency for developing research facility? If 'yes' give details.

Yes, the institute received grants for developing research facility from the following companies:

S.No.	Company	Nature of consultancy	Amount in ₹
1	ICENET Pvt. Ltd., Namakkal	Internet Services in Namakkal & Erode	90,000
2	AET, Tiruchengodu	Automation of Accounting system	60,000
3	The Crafts Council of India, Chennai	Craft Economics & Impact Study	25,180

3.2.7 Enumerate the support provided to the faculty in securing research funds from various funding agencies, industry and other organizations. Provide details of ongoing and completed projects and grants received during the last four years. Support provided to the faculty members in securing Research Funds

The research committee provides the following supports to the researchers looking for funds:

- ❖ Provide list of potential funding organizations/ agencies.
- ❖ Provide structured project proposal templates that can be submitted to the funding organizations for approval.
- ❖ Recommend for On Duty approvals for the time spent on field data capture.

During the last four years the MBA department raised fund for five number of their projects amounting to ₹26,75,000 while the MCA department has 10 number of projects with ₹8,65,763.

i) Funded Projects completed by the MBA department

S. No	Name of the Funding Agency/ Scheme	Programme / Research Project Title	Amount Sanctioned in ₹
1.	AICTE – SDP (2011)	Managing Disaster in the Globalised Era	7,00,000
2.	AICTE – MODROBS (2011)	SAP Business Laboratory	7,00,000
3.	AICTE – FDP (2012)	Financial System in Emerging Economics	5,00,000
4.	AICTE - SDP	Corporate Governance- Global Issues and Challenges	7,00,000
5.	Anna University – FDP (2012)	Business Research Methods	75,000
Total			₹ 26,75,000

ii) Funded Projects completed by the MCA Department

S. No.	Name of the Funding Agency/ Scheme	Programme / Research Project Title	Amount Sanctioned in ₹
1	Anna University	Faculty Development Programme – Middleware Technologies	50,000
2	AICTE	Trends and Challenges in Computational Research	1,50,000
3	CSIR	Emerging Trends & Challenges of Pervasive Computing in Sensor Network Applications	40,000
4	ICMR	Data Mining Applications in Medical Informatics	25,000
5	AICTE	Emerging Architecture, Technology & Security Issues on Wireless Communication Network	1,00,000
6	CSIR	Emerging Trends & Challenges in Wireless Technologies	50,000
7	TSCST & NCSTS	Security Based Best Practices in E-Governance Applications	20 ,000
8	CSIR	Advances in Intelligent and Optimized Computing Paradigm	25,000
9	ISTE	Software Project Design and Development	10,000
10	AICTE	Green and Optimized Technology in Cloud Computing	1,20,000
11	AET	Big Data Analytics	56,000
12	AET	Computational Intelligence & Big Data Analytics	2,19,763
Total			₹ 8,65,763

iii) Projects in progress as of June 2015

S. No	Principal Investigator	Funding Agency / Company	Nature of consultancy	Duration	Fund Generated ₹
1	Dr.A.Somu Director	AICTE -RPS	A Study on the Status of Tribal Women in Kolli Hills	3 Years	2,25,000
2	Dr.P.Kamaraj Professor	Sree Swarnalakshmi Spinning Mills	Employee Retention in Spinning Mills with reference to Namakkal District	1 Year	50,000
3	Prof.P.Sharmila Professor	Bits Mind Technologies, Chennai	Students Tracking Management System	1 Year	45,000

3.3 RESEARCH FACILITIES

3.3.1 What are the research facilities available to the students and research scholars within the campus?

Computer Laboratory:

The departments of MBA & MCA are well equipped with highly configured computers with sufficient software resources. One of the four laboratories available in the institute has been dedicated exclusively to carryout research projects.

The following are the specifications of the computers available in the research laboratory.

No. of Computer Systems	Configuration	Research s/w installed
60 Networked Systems	HP Pro 3090 MicroTower Model: Intel Core 2Duo E7500 2.93Ghz Processor 2 GB DDR3 Ram 320 GB Sata Hard Disk HP 18.5" TFT Monitor HP USB Keyboard and MoUse	MS-Office IBM- Rational Rose SPSS Tally SQL Server Win Aoo Adobe CS5

Library

The institute is having wide range of National and International journals on the research in the field of Management and Computer Applications. Online resources such as Digital Library support and promote the research initiatives in the institute.

3.3.2 What are the institutional strategies for planning, upgrading and creating infrastructural facilities to meet the needs of researchers especially in the new and emerging areas of research?

The infrastructural facilities are reviewed and upgraded periodically based on the latest available technology and based on the curriculum needs for efficient learning. Also, the institute has provisions to procure additional/ special facilities for the researchers on a need- based manner.

3.3.3 Has the institution received any special grants or finances from the industry or other beneficiary agency for developing research facilities? If 'yes', what are the instruments / facilities created during the last four years.

An interdisciplinary project combining MBA & MCA streams developed an accounting information system which was implemented for Angammal Educational Trust (AET). In response to this the trust provides financial assistance for the purchase of reprographic machine to facilitate research documentation. The facility made great impact on research activities by saving time and money.

Year	Type of instrument with Specification	Financed by	Grant ₹
2011	SAP Laboratory	AICTE	7,00,000
2013	Reprographic Machine Canon 8500	AET	1,75,000

3.3.4 What are the research facilities made available to the students and research scholars outside the campus / other research laboratories?

The institution has entered into an Institutional Interaction Programmes (IIP) with other institutions such as IIM, Trichy and PSGIM, Coimbatore. This engagement allows students to use the facilities of the hosting institutions. The MBA students visited IIM, Trichy to get help on some of their research related issues by interacting with the faculties. The library resources of IIM were utilized by the students to gain insight on some niche areas.

3.3.5 Provide details on the library/ information resource center or any other facilities available specifically for the researchers?

Library facilities available especially for researchers

S.No	Facilities	No. of Subscriptions	Impact on research activities
1	National level Journals	22	Facilitate better designing of research projects
2	International Journals	22	
3	Online Resource	DELNET – 538 Infotrac Management Collection – 225 IESTC- Info-trac Engineering Science & Technology Collection	Enables the establishment of benchmarks for the assessment of performance on various research studies

3.3.6 What are the collaborative research facilities developed/ created by the research institutes in the college. For ex. Laboratories, library, instruments, computers, new technology etc.

Inter Library Loan (ILL) facility of the institute enable the researcher to access the journals and books of other member Colleges/ Universities in India.

The library is also equipped with the DELNET, Infortrac, Infotrac Engineering Science and Technology (IEST) online resources to facilitate the research activities of the students.

3.4 RESEARCH PUBLICATIONS AND AWARDS

3.4.1 Highlight the major research achievements of the staff and students in terms of

- Patents obtained and filed (process and product):
- Original research contributing to product improvement?
- Research inputs contributing to new initiatives and social Development:
- Research studies or surveys benefiting the community or improving the services

Social survey on the socio-economic condition of weaver

Name of the program	Funded by	Outcome of the survey
Problems and prospectus of weavers in Namakkal District	Craft Council, Chennai	<ul style="list-style-type: none"> ➤ Need for technology up gradation in weaving ➤ Economic assistance to develop infrastructure ➤ Training on advanced techniques in producing quality cloth materials

3.4.2 Does the institute publish or partner in publication of research journal(s)? If 'yes', indicate the composition of the editorial board, publication policies and whether such publication is listed in any international database?

Yes, the institute publishes two International bi-annual journals.

S. No	Name of the Journal	ISSN No	Type	Category
1	International Management Research Review (IMRR)	2231- 2501	Bi-Annual	International Journal
2	Indian Journal of Advanced Computer Applications (IJACA)	2231- 251X	Bi-Annual	International Journal

3.4.3 Give details of publications by the faculty and students:

- Publication per faculty
- Number of papers published by faculty and students in peer reviewed journals (national / international)
- Number of publications listed in International Database (for Eg: Web of Science, Scopus, and Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.)

Number of International / National Publications made by the faculty members during the last four Years

Number of papers published in peer reviewed journals		Number of publications listed in International database	Monographs	Chapters in books	Books edited	Books with ISBN/ ISSN numbers with details of publishers	Citation Index	Impact factor	h-index	Number of papers presented in conference	
National	Inter National									National	Inter National
45	15	1	20	-	1	6	3	-	-	43	28

Publications - Department of MBA

S. No	Title of the Paper	Name of the Journal with volume no. year
Dr.A.Somu		
1	Customer Relationship Management Concept and Implementation	CJMR Journal of Management Research, ISSN:0973-8401 Vol:6, No.1, Jan- Jun'07
2	Factors Influencing Individual Investors Behavior on Marketable Securities: An Empirical Study	Paripex- Indian Journal of Research & Aug' 12
3	Wealth Maximization in TATA Power Company Limited- An Empirical Study	Indian Journal of Applied Research, ISSN:2249-555X, Vol:I, Issue 11 & Aug'12
4	A Study on the Barriers Affecting the Successful	European Journal of Social Sciences, ISSN 1450-2267 Vol:34, No.3 Oct'12

	Implementation of ERP [Enterprise Resource Planning] Applications	
5	A Study on Investors Preference towards Commodity Market with Reference to share wealth Securities (Pvt) Ltd- Pollachi	International Journal of Management Entrepreneurship & Technology Newyork (IJMET) & Dec'12
6	IT- Enabled Supply Chain Management using Decision Support Systems	European Journal of Social Sciences, ISSN:1450-2267 Vol:32, No.4 (2012)
7	A Comparative Study on Wealth Maximization in Selected Automobile Industries	International Journal of Scientific Research, ISSN No.2277-8179, Vol:II, Issue: I & Feb'13
8	Performance Analysis of Indian Overseas Bank	Indian Journal of Applied Research, ISSN-2249-555X, Vol:3, Issue:10, Oct'13
9	Spirituality and Sustainability of Empowerment through Microfinance: A Study of SNDP Union's Self Help Groups- Men and Women, Kerala, India	International Journal of Innovative Research & Studies, Vol:2, Issue: 11 & Nov'13
10	Outreach and Sustainability of SHGs : A study on SNDP Union's SHGs	Research Journal- Journal of Management Monthly, 1.1, Nov'13
11	Role of Micro finance in Rural Micro Enterprises Development	International Journal of Research & Business Innovation, Vol:I, No:4 & Dec'13
12	Multiplier Effects of Thrift on Credit and Financial Inclusion: A Case study on SHGs and MFI – Promoted by SNDP Yogam	Microfinance Gateway – online Journal (2014)
13	An Analysis of Factors Influencing Wealth of Reliance Power	Emerging Paradigms in Management Research, ISBN:978-93-80686-96-7, Vol: I, Feb'14
14	Analysis of Variance with reference to Personal factors and Investment Awareness of Equity Investors	Emerging Paradigms in Management Research ISBN:978-93-80686-96-7, Vol: II, Feb'14
15	A Study on Customer Satisfaction towards Bharti Axa Life Insurance During the	European Journal of Economics, Finance and Administrative Sciences, ISSN 1450-2275 Issue:66, Jun'14

	Financial Year 2010-2011 In Salem Region	
16	Wealth Maximization in Selected Power generation Industry- An Empirical Study	Impact of Global Crisis on Indian Business Scenario, ISBN:978-93-80506-09-8
17	Business Opportunities to Banks & Microfinance Institutions through Self- Help Groups and their Role in Building Model Villages	Trends and Perspectives in Management Research, ISBN:978-81-910601-0-2, Vol: I, Feb'15
18	Spirituality and its impact on Economic Empowerment of SHG Members	IOSR Journal of Business and Management, Vol: 17 , Issue: 4, version:V, ISSN p-2319-7668 e-2278-487X, Apr'15
19	Analysis of Equity Investors Behavior towards High and Low Risk Investment in Coimbatore City	Emerging Trends in Management Research, ISBN:978-93-80686-36-3, 2013
Dr.P.Kamaraj		
20	Indian General Insurance Business in Detariffed Era	Recent Trends in Insurance Sector in India, Abhiject Publications, Delhi, ISBN:978-81-89886-26-4, 2011
21	Challenges of Marketing Life Insurance Products in Rural Areas- Introspection	New Vistas in Business Research, ISBN:978-93-80686-42-4, 2013
22	Make for Rural India	Trends and Perspectives in Management Research, 978-81-910601-0-2, 2015
Dr.M.Latha Natarajan		
23	Innovative Practices in Management "Voice Of Managers"	"An Empirical Research on Work life Balance of the Employees in Indians Leading Pharmaceutical Laboratories at Hyderabad": ISBN: 978-81-8488-942-0, 2011
24	"Trends and Research in management"	"Agile In HRM": ISBN:978- 93-80430- 02- 7, 2012
25	"Corporates: Management, Governance, Issues & Challenges"	on "The changing Face of People Management in India": ISBN:978-81-8371-346-7, 2012
26	of "Winning Strategies for	"Economic Development":

	Business Development and Information Processing”	ISBN:978-81-904915-0-1, 2012
27	“Recent Advancements in Business Practices”	“Globalization and the Changing Face of: ISBN:978-93-80657-47-9, 2013
28	“Global Business Environment and Its Impact on Management Education”	Human Resource Management”: ISBN:978-93-5051-462-7, 2013
29	New Age Marketing Mantras – Realities & Emerging Trends	A study on Emerging Trends in Marketing of Tractors in India: ISBN:978-93-83188-15-4, 2014
Dr.V.Mohanasundaram		
30	Data Mining A tool to build Customer Relationship in Banks	International Journal Advanced Computer Applications, Vol:2, Issue:1, 2012
31	Green India	Trends and Perspectives in Management Research, ISBN:978-81-910601-0-2
32	A Study on Employee Grievances at Dharmapuri District Co-Operative Sugar Mills Ltd., Palacode	Journal of Business Management & Social Sciences Research, Vol: 2, 2013. “Challenges of Core Banking” in the Journal Research Explorer, Vol: 2, 2013
33	A study on Employee Engagement at Titan Industries	Samzodhana Journal of Management Research, 2013
34	Contribution Of FDI Towards Green Environment In India	ISBN edited book New Vistas of Business Research, Jun’13
35	Patient Satisfaction levels and their determinants, a study of patients availing care from private second care providers in Davangar a Tier II City In Karnataka	Review of Research, Feb’14
36	Green Marketing- A Study of consumers attitude towards environment friendly products	Emerging Paradigms in Management Research, ISBN:978-93-80686-96-7, Feb’14
37	A Study on comparative operational efficiency of SBI with special reference to corporate office Mumbai	Emerging Paradigms in Management Research, ISBN:978-93-80686-96-7, Feb’14

Ms.E.Deepa		
38	Employee's Grievance Handling Management in Manufacturing Industries with Special Reference to Coimbatore	International Management Research review, 2231-2501
39	Perception of Employees towards the Effectiveness of Performance Appraisal System in Oil Industries: An Empirical Evaluation	International Journal of social sciences and Interdisciplinary research, 2277-3630
40	Industrial Relation in Sugar Industries: An Empirical Evaluation	National Institute of Personnel Management, Vol: XXXIV. No.3: 0970-8504
41	Effect of Performance Appraisal System in Organizational Commitment, Job Satisfaction and Productivity	Contemporary Management Research, Vol: 8, Issue:1, Mar'2014: 0973-8266
42	Impact of Performance Appraisal System on Job Satisfaction, Employee Engagement, Organizational Citizenship Behavior and Productivity	Indian Journal of Applied Research, Vol: 4, Issue:2, Feb'14: 2249-555X
Ms.P.Menakadevi		
43	Investment Avenue and Tax implications of small investor	Indian Journal of Applied Research, Mar'12
44	Innovation in Financial Innovation	Emerging Trends in Management Research, ISBN:978-93-80686-36-3, 2013
45	A study on Gap between the Services Provided by the Rural Bank and Urban Banks in Tamil Nadu	Emerging Paradigms in Management Research, ISBN:978-93-80686-96-7, Feb'14
Ms.R.Lavanya		
46	The Importance of Children's Safety in Social Networking Sites	International Conference on Impact of Global Crisis on Indian Business Scenario, ISBN:978-93-80506-09-8
47	A Study on Priority of Activities of College Students in Social Networking Sites	Trends and Perspectives in Management Research, ISBN:978-81-910601-0-2

48	The Role of Social Networking sites towards Transition of Job Searching Channels	International Journal of Functional Management, ISSN: 2319-1406, Vol:4, Issue 2, Apr – Jun’ 2013.
49	A Study on Safe Stay in Social Networking Sites	New Vistas in Business Research, ISBN:978-93-80686-42-4, 2013
Ms.S.Krishnakumari		
50	Agile CRM	Saveetha Engineering College.
51	Indian Cosmetic Industry- Rising Beauty Concern	New Vistas in Business Research, ISBN:978-93-80686-42-4, 2013
52	A Study on the Purchase behavior and Cosmetic Consumption Pattern among Young Female in Namakkal District	Trends and Perspectives in Management Research, ISBN:978-81-910601-0-2

Publications - Department of MCA

S. No	Title of the Paper	Name of the Journal with volume no. year
Ms.P.Sharmila		
1	Comparative Analysis of clustering Techniques for Requirements Clustering	Middle East Journal of Scientific Research, ISSN:1990-9233, May’2014
2	Comparative Study of Fuzzy C Means and K Means Algorithm for Requirements Clustering	Indian Journal of Science and Technology, ISSN:0974-6846, Vol:7(6), Jul’ 14
Ms.S.Anitha		
3	A Study on Platform Independent Mobile Web Services for Adaptive Web Content	International Journal for Advanced Computer Applications, Issue: II, ISSN:2231-251X
Mr.S.Tamilselvan		
4	Middleware Issues and Approaches for Mobile Adhoc Networks	International Conference- Computational Intelligence & Big Data Analytics, ISBN:978-93-80686-10-3, Mar’15
5	Call Admission Control Packet Level Qos in 4G broad Wireless	International Journal for Advanced Computer Applications, ISSN:2231-

	Access System with CDMA	251X, Vol:3, Issue I, pp:38-42, Sep'12
6	Analysis of Two Stochastic Optimization Techniques for Solving Job Scheduling Problem	European Journal of Scientific Research, ISSN:1450-216X, Vol:88, pp:365-379, Oct'12
Mrs.D.Kalaivani		
7	A Study on security Attacks in Mobile Ad Hoc Network	International Conference on Computing Communication and Electrical Technologies'14, Apr'14
Ms.J.Kokilavani		
8	Prediction of Placement for Students using Data Mining	International Journal for Advanced Computer Applications, ISSN:2231-251X, Vol:IV, Issue:I, Mar'15

List of Edited Books Published by the Department of MBA & MCA

Title of the Book	Name of the Publisher	Year of Publication
Research in Management- A Contemporary Approach ISBN: 978-81-9104-720-2	Laser Park Publishing House, Coimbatore	2009
Emerging Trends in Management Research ISBN:978-93-80686-36-3	Shanlax Publications, Madurai	2013
New Vistas in Business Research ISBN:978-93-80686-42-4	Shanlax Publications, Madurai	2013
Emerging Paradigms in Management Research- Volume –I, II, III & IV ISBN:978-93-80686-96-7	Shanlax Publications, Madurai	2014
Trends and Perspectives in Management Research- Volume- I & II ISBN:978-81-910601-0-2	Shanlax Publications, Madurai	2015
Computational Intelligence and Big Data Analytics ISBN: 978-93-80686-10-3	Shanlax Publications, Madurai	2015

3.4.4 Provide details (if any) of

- **Research awards received by the faculty**
- **Recognition received by the faculty from reputed professional bodies and agencies, nationally and internationally**
- **Incentives given to faculty for receiving state, national and international recognitions for research contributions.**

Research awards instituted by the institution:

All the research works of the year are reviewed by a committee and the best research work is awarded in the annual day celebrations of the institute.

3.4.5 Research awards/recognition received by the faculty

Incentives given to faculty for research contributions

The research contribution of the faculty members are honored by including their research work in the annual report of the institute and also with cash awards.

3.5 CONSULTANCY

3.5.1 Give details of the systems and strategies for establishing institute-industry interface?

The Institution has signed many MOU's with leading industrial organizations listed below to give industrial exposure to the students. By inviting key people in these organizations for guest lecturing and to interact with the students, the exposure level of the student is improving. Also the industrial visits and internship programmes are organized to promote institute – Industry interface.

3.5.2 What is the stated policy of the institution to promote consultancy? How is the available expertise advocated and publicized?

The win-win approach of the institute towards promoting consultancy services facilitates mutual benefits to the institution and to the organizations seeking consultancy services. The institution is benefited through improved exposure in the field of consulting along with monetary benefits, which can be utilized for the development of research infrastructure. On the other hand the organizations seeking consultancy is benefited with the academically latest technology solution for their business issues.

3.5.3 How does the institution encourage the staff to utilize their expertise and available facilities for consultancy services?

The institution is encouraging the staff members to undertake consultancy services by

- ❖ Sharing the financial grants received for the service rendered.

- ❖ Permitting usage of institutional infrastructural facilities freely.
- ❖ Providing required manpower to assist in the execution of the consultancy services.
- ❖ Help in documenting and publishing the entire consulting projects end to end.

3.5.4 List the broad areas and major consultancy services provided by the institution and the revenue generated during the last four years.

Consultancy Services completed:

S. No	Principal Investigator	Funding Agency / Company	Nature of consultancy	Fund Generated	Status
1	Dr.A.Somu Director	ICENET Pvt. Ltd., Namakkal	Field Survey for Prospective Internet users in Namakkal and Erode District	90,000	Completed
2	Dr.A.Somu Director	The Crafts Council of India, Chennai	Craft Economics and Impact Study	25,180	Completed
3	Dr.V.Valli Mayil Professor	AET, Tiruchengodu	Account maintenance System	60,000	Completed

Ongoing Consultancy Services:

S. No	Principal Investigator	Funding Agency / Company	Nature of consultancy	Fund Generated	Status
4	Dr.P.Kamaraj Professor	Sree Swarna lakshmi Spinning Mills	Employee Retention in Spinning Mills with reference to Namakkal District	50,000	Ongoing
5	Prof.P.Sharmila Professor	Bits Mind Technologies, Chennai	Students Tracking Management System	45,000	Ongoing

3.5.5 What is the policy of the institution in sharing the income generated through consultancy (staff involved: Institution) and its use for institutional

development?

The institute is having a policy of sharing major part of net revenue generated through the consultancy services to the faculty members carrying out the project. The rest of the amount will be used to develop the infrastructural facilities.

3.6 EXTENSION ACTIVITIES AND INSTITUTIONAL SOCIAL RESPONSIBILITY (ISR)

3.6.1 How does the institution promote institution neighbourhood-community network and student engagement, contributing to good citizenship, service orientation and holistic development of students?

Institutional Social Responsibility Dimension	Extension- Activities that promote the Social Responsibility
Promote Institution Neighborhood community network	Community service through N.S.S Contributing best practices to the local industries Dental camps, Eye camps
Student Engagement	Facilitating to realize the self through psychometric analysis Offering training & development based on individual caliber & expectations Motivating the student to prepare for civil service, bank examinations
Contribution to good citizenship & service orientation	Special camps in local villages to study the life style and socio-economic profile of the residents. It enables the students to realize the importance of their contribution to the local community and thereby the character of service orientation and good citizenship builds.
Inculcating charity mindset	To inculcate the charity mindset and the joy of giving a student welfare club "MITHRA" has been formed. It has been functioning from Jan'2015 onwards. The objective is to extend the support to the economically poor students, if they struggle in paying the Tuition fees and Exam fees. The charity is supported by the students, Alumni and faculty members who contribute on their birthday, wedding day and other important occasions. Any student who needs the support from the scheme can apply to the selection committee and avail the benefits. So far,

	three students have benefitted through the “MITHRA”
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3.6.2 What is the Institutional mechanism to track students’ involvement in various social movements / activities which promote citizenship roles?

The institution is promoting citizenship roles among students through,

- ❖ Organizing debate and contest on social relevant issues
- ❖ Organizing institute interaction programmes in the form of management meets & Symposia to get the students interact with people from different cultural and geographic background.
- ❖ MMA Students Chapter activities and participation in Women Convention.
- ❖ Women’s day Celebrations
- ❖ Celebration of days of National Importance.

3.6.3 How does the institution solicit stakeholder perception on the overall performance and quality of the Institution.

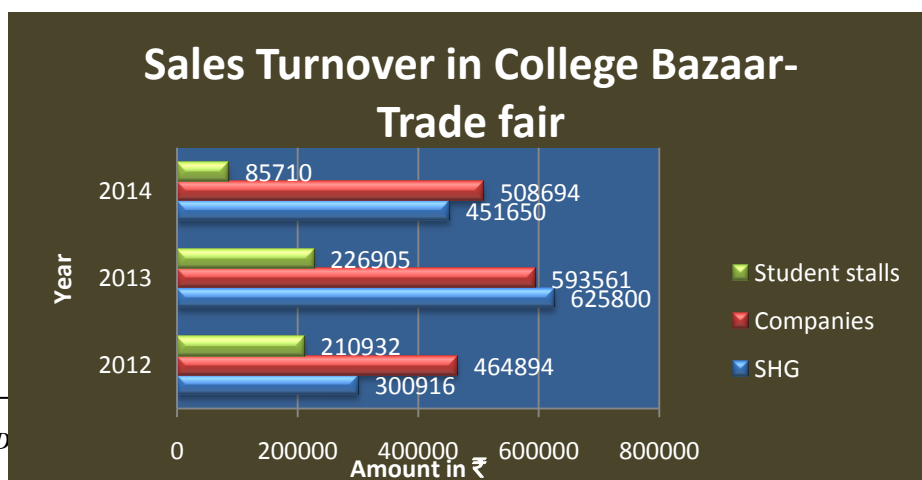
Means of soliciting stakeholder perception on the quality of the institution

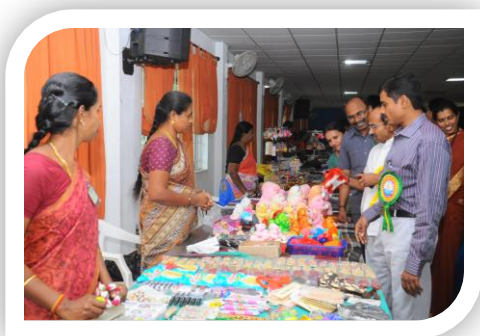
- ❖ Periodical parent teacher meeting.
- ❖ Alumni interactions.
- ❖ Feedback from the company in which the students get placed.
- ❖ Inspection reports of the committees assessing the quality of the institute.
- ❖ Admission time feedbacks and analysis of word of referrals.

3.6.4 How does the institution plan and organize its extension and outreach programmes? Providing the budgetary details for last four years, list the major extension and outreach programmes and their impact on the overall development of students.

Extension Activities of the Department

The EDC of the institution has been organizing a three -day “College Bazaar – Trade Fair” every year in association with Mahalir Thittam, District supply & Marketing society, Namakkal. The objective is to promote Self Help Group Products and also to suggest marketing Strategies for their products as an extension activity. The effort is well received by the beneficiaries and they are actively participating every year. So far three of such event is organized and the amount of sales turnover achieved by the participants is detailed below:





Mr.V. Dakshina moorthy, IAS, District Collector,
Inaugurates the Trade Fair



Displays of Rural Women Self Help Groups



Displays of our students during Trade Fair



Our Students convincing the Collector towards a sale

3.6.5 How does the institution promote the participation of students and faculty in extension activities including participation in NSS, NCC, YRC and other National/ International agencies?

The institution promotes the participation of student and faculty in extension activities through,

- ❖ Organizing social awareness campaigns in association with N.S.S.
- ❖ Special camps to address issues like dengue, rainwater harvesting, wearing helmet and etc.,

3.6.6 Give details on social surveys, research or extension work (if any) undertaken by the college to ensure social justice and empower students from under-privileged and vulnerable sections of society?

The social surveys, research and extension work undertaken by the institute includes the following awareness programmes/ Surveys,

- Legal Rights of Women

- Children hygiene and mental health
- Child abuse
- Entrepreneurial attitude development among rural women
- Survey among the weavers on their socio-economic status
- Survey on economic wellbeing of scheduled tribes in Kolli hills.

3.6.7 Reflecting on objectives and expected outcomes of the extension activities organized by the institution, comment on how they complement students' academic learning experience and specify the values and skills inculcated.

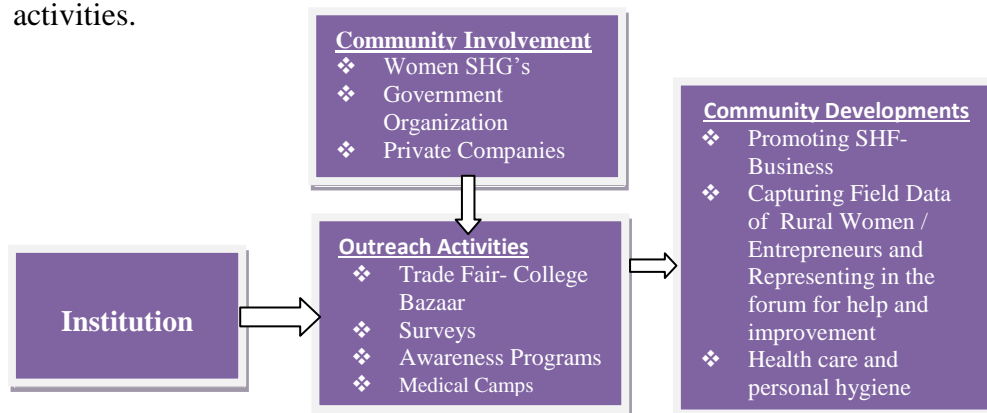
Extension activity that complements the student's academic learning experience.

Name of the Programme: Trade Fair

Values & Skills inculcated			
Marketing	HRM	Finance	System
Advertising the product Display Winning sales deals	Manpower planning Compensation management Recruitment	Budgeting Accounting the transaction Profit estimation Identification of source of fund	Designing a system to carry out the business Testing Trouble shooting

3.6.8 How does the institution ensure the involvement of the community in its reach out activities and contribute to the community development? Detail on the initiatives of the institution that encourage community participation in its activities?

The College sensitizes students and faculty on institutional and social responsibilities through various social outreach programmes which provide a wide variety of options for the students towards the same. During the orientation programme students are given detailed presentations on the various extension activities.



3.6.9 Give details on the constructive relationships forged (if any) with other institutions of the locality for working on various outreach and extension activities.

The National Service scheme (NSS) of the institution organizes extension activities by organizing special camps. Many of the activities which are organized under this programme receive sustained interest and activity on the part of faculty and students which ensures student participation in community activities.

3.6.10 Give details of awards received by the institution for extension activities and/contributions to the social/community development during the last four years.

The institution has organized blood donation camps in Vivekanandha Medical care hospital, TB awareness rallies and Eye care programmes. Such initiatives are appreciated by the hospital management and the general public.

3.7 COLLABORATION**3.7.1 How does the institution collaborate and interact with research laboratories, institutes and industry for research activities. Cite examples and benefits accrued of the initiatives - collaborative research, staff exchange, sharing facilities and equipment, research scholarships etc.**

The institution is having formal collaboration with academic institutions and business enterprises to promote and develop research and consultancy services. The collaboration with National Stock Exchange Mumbai facilitates the institute to offer NCCMP course to enhance employability of the students. Such a value addition programs is also made available to the students by the collaborations with E-Logic, Leading Software Technologies, Chennai, Employment Enhancement Centre, and Hosur (EEC).

3.7.2 Provide details on the MoUs/collaborative arrangements (if any) with institutions of national importance/other universities/ industries/Corporate (Corporate entities) etc. and how they have contributed to the development of the institution.

Details of MOU's established by the institute with Industry

S. No	Name of the Company	Contribution of MOU in the Institutional Development
1	NSE, Mumbai	Offering add on Courses - NCCMP
2	Ranstad, Chennai	Placement Training and Soft skill Development

3	CODISSA, Coimbatore	Project Assistance/Internship
4	SPB, Erode	Project Assistance/Internship
5	Bits Mind Technologies, Chennai	Project Assistance/Internship
6	E-Logic, Salem	Add on courses/Certificate Courses
7	Leading Software Technologies, Chennai	Add on courses/Certificate Courses
8	Vetri-IAS Academy, Salem	TNPSC/Civil Services/Competitive Exams
9	Employment Enhancement Centre, Hosur (EEC)	Competitive Exams, Bank Exam Coaching

3.7.3 Give details (if any) on the industry-institution-community interactions that have contributed to the establishment / creation/up-gradation of academic facilities, student and staff support, infrastructure facilities of the institution viz. laboratories / library/ new technology /placement services etc.

Year	Type of instrument with Specification	Financed by	Grant ₹
2011	SAP Laboratory	AICTE	7,00,000
2013	Reprographic Machine Canon 8500	AET	1,75,000

3.7.4 Highlighting the names of eminent scientists/participants who contributed to the events, provide details of national and international conferences organized by the college during the last four years.

S. No	Date	Type of Programme	Title of the Programme	Name of the Resource Person	No. of Beneficiaries
1	27.02.15 to 28.02.15	International Conference MBA	“Make in India – The Road Ahead” in association with Gandhigram Rural Institute – Deemed University, Dindigul, MMA and NIPM	Dr.Natarajan Vice Chancellor of Gandhigram Rural Institute – Deemed University	520

2	06.03.15 to 07.03.15	International Conference MCA	Computational Intelligence and Big Data Analytics	Prof. Dr. Ralf Lano Nuremberg University, Germany	560
3	27.02.14 to 28.02.14	International Conference MBA	Emerging Paradigms in Management Research	1.Dr.Wolfgang Messner, Associate Professor of International Management, MYRA School of Business, Mysore & 2.Dr. Ambalam Pushpanathan, Head, Dept. of Economics & Management, University of Jaffna, Srilanka.	610
4	12.04.13 to 13.04.13	International Seminar MBA	Building Management Model	1.Dr.Mohamed Shah Alam Prof. of Accounting & Info. Systems, Rajshahi University, Bangladesh 2.Ms.Swami Lalitananda, Faulty Resource Person, CS Academy, Coimbatore	690

3.7.5 How many of the linkages/collaborations have actually resulted in formal MoUs and agreements ? List out the activities and beneficiaries and cite examples (if any) of the established linkages that enhanced and/or facilitated -

- a) Curriculum development/enrichment
- b) Internship/ On-the-job training
- c) Summer placement

- d) **Faculty exchange and professional development**
- e) **Research**
- f) **Consultancy**
- g) **Extension**
- h) **Publication**
- i) **Student Placement**
- j) **Twinning programmes**
- k) **Introduction of new courses**
- l) **Student exchange**
- m) **Any other**

There are Ten Linkages / Collaborations established by the institute through the formal MOU's

Curriculum Development	Not Applicable- because the institution in an affiliated college
Internship /on the Job Training	Formal linkage of the institute facilitate internship and on the job training to the needy students
Faculty Exchange and Professional Development	The Institution is ambitious to promote faculty exchange programmes in near future
Research	Students get opportunity to do their research work on the issues faced by the collaborated companies
Consultancy	The institution has rendered five number of consultancy services to the link companies and generate a revenue of 2,70,000 in the last four years
Student Placement	Internship and on the job training programmes gives an employment platform to the students by observing the performance of the student during their internship the companies are recruiting them

3.7.6 Detail on the systemic efforts of the institution in planning, establishing and implementing the initiatives of the linkages/ collaborations.

The research committee of the institution is continuously monitoring the innovative practices of the industry in developing and promoting business opportunities. Such companies are invited and made efforts to establish linkages in the form of formal MOUs to collaborate in their research initiatives.

Any other relevant information regarding Research, Consultancy and Extension which the college would like to include.

The institution organized a camp to encourage legal driving among the

students by learning driving and assisting to get driving license. The institution has been in the forefront of organizing outreach activities such as regulating traffic at main junction, patients' management and guidance at Vivekanandha Medical care Hospital, cleaning the Campus and programmes on HIV awareness. The NSS wing organizes AIDS/HIV awareness campaigns and library maintenance project in campus. The Entrepreneurship Cell has conducted skill based training workshops to students to motivate and help the students to be entrepreneurs. The NSS programme concentrates on disseminating the importance of a clean and green Campus among the staff and students through organizing workshops and several programmes.

CRITERION IV : INFRASTRUCTURE & LEARNING RESOURCES

4.1 PHYSICAL FACILITIES

4.1.1 What is the policy of the Institution for creation and enhancement of infrastructure that facilitate effective teaching and learning?

Policy

The fundamental policy of the management is to provide the required infrastructure to meet the demands for the proper functioning of the institution. This ensures the exponential growth of the academic and administrative aspects of the institution.

The institute is situated in a serene surrounding in Tiruchengode with no hazardous industry around the campus. The Institute is well connected in terms of communication, road and transportation. The institute has excellent physical and IT infrastructure and learning resources to keep pace with the technological changes and to create good teaching-learning environment. The institute is having state-of-the-art IT labs, spacious playground, facilities for outdoor as well as indoor games, excellent hostel accommodation and staff quarters. The institute is operating its own bus services to facilitate students to have easy access to the institute across 100 km radius.



Institute Premises with green lush lawn

Existing infrastructure

The management has provided adequate infrastructure for the smooth progression of academic and administrative activities which is being deployed as follows:

❖ **Administrative Section**

- Director's room
- Exam Cell
- Placement Cell
- Administrative Office

❖ **Amenities Section**

- Common sick room
- Canteen
- Central Store

❖ **Academic Section**

- **12** well-furnished modern class rooms and **4** tutorial rooms with LCD projectors.
- **4** Well equipped laboratories and a digital library.
- Fully air conditioned and well equipped seminar hall with a seating capacity of 600.
- An air conditioned and adequately equipped conference hall with seating capacity of 200.
- Two spacious libraries with a collection of **18,486** books and **44** journals and 6 daily newspapers.

❖ **Others**

- IQAC
- Research & Development Cell
- EDC (Entrepreneurship Development Cell)
- NSS
- Hostel
- IOB and CUB ATMs
- RO Plant
- Photography, Reprography Facilities

4.1.2 Detail the facilities available for

a) Curricular and co-curricular activities—classrooms, technology enabled learning spaces, seminar halls, tutorial spaces, laboratories, botanical garden, animal house, specialized facilities and equipment for teaching learning and research etc.

The institute has sufficient facilities for curricular and co-curricular activities as follows:

- ❖ **Class Rooms:** A total of **12** class rooms and **4** tutorial rooms with proper lighting, ventilation and modern facilities such as LCD projectors, Wi-Fi connection are available to facilitate effective teaching learning.
- ❖ **Seminar Hall & Conference Hall:** Fully air conditioned Seminar Hall and Conference Hall are equipped with power backup and utilized to conduct all academic related activities.

- ❖ **Laboratories:** The Institute has **4** well equipped computer laboratories with a total of **300** systems with latest configuration and an adequately equipped Embedded Systems Lab which greatly help for effective implementation of the curriculum.
- ❖ **Special Facilities available for teaching learning process:**
 - Wi-Fi Connectivity
 - Access to the international journals
 - Access to the e-Resources and e-Journals
 - A Digital Library with 17 systems
 - A separate cabin for every faculty member



Air Conditioned Seminar Hall



Air Conditioned Conference Hall



Computer Lab 1



Computer Lab 2

- ❖ **ICT Facilities:** The institute ensures adequate ICT facilities to enhance the quality of education by
 - Increasing the level of motivation and engagement
 - Facilitating the acquisition of basic skills
 - Enhancing the faculty development

Two B-category service providers namely ICE NET Pvt. Ltd, Namakkal and Ready Link Communication Service Pvt. Ltd, Coimbatore provide uninterrupted service to the institution apart from NMEICT

connection from BSNL. The library with computers, internet facilities and other digital resources has become the learning heaven of the institute where the students get the competitive edge and the teachers get the knowledge and wisdom they need to enlighten the younger generation. The institute is connected with NMEICT facility for providing high quality personalized and interactive knowledge through NPTEL.

b) Extra-curricular activities - sports, outdoor and indoor games, gymnasium, auditorium, NSS, NCC, cultural activities, public speaking, communication skills development, yoga, health and hygiene etc.

The institute provides adequate infrastructure to support the extra-curricular activities.

Sports Room: The physical director takes care of the sports activities. The outdoor games are conducted in the spacious playground. Facilities for indoor games such as table tennis, carom and chess is also available.



Sports Playground



Indoor Games & Gym

Gymnasium: Stressing the importance of health, a gym is set up for the well-being of the students.

Auditorium: A state-of-the-art auditorium with seating capacity of 3000 stands as testimony for excellent infrastructure provided by the management as a common facility.

NSS: A separate room is provided for NSS. The NSS coordinator plans and executes the programmes keeping in mind the social responsibility of the students towards the society and as per the NSS manual.

Cultural Activities: Active Fine Arts Club of the institute contributes towards the cultural activities on the eve of Annual Day, Fresher's Day, Farewell Day, Teacher's Day, Hostel Day and also in the inter-collegiate and intra-department competitions.



Intradepartmental Competition Winners



Group Dance

Communication Skill Development: Enrichment courses are regularly conducted to hone the skills of the students. A week long communicative English course is conducted to enrich the communication skills of the students during the first year of their study. The communication lab set up in the ground floor is utilized on regular basis to enhance the skill sets of the students.

Yoga Classes: The acceptance of Yoga globally speaks for itself. The students are introduced to Yoga right from their inception into the programme. The Yoga classes are convened in the seminar hall.

Health and Hygiene: Special thrust on Health and Hygiene is encouraged by inviting health practitioners like DGOs, Psychologists and Nutritionists, etc. Students' interaction with the experts gives a clear insight about the healthy habits to be practiced.



Yoga



*Talk on HEALTH & HYGIENE
By Dr. Sridevi*

Existing Infrastructure

S.No.	Facilities	No.	Details
Administrative Area			
1	Director’s room	1	Air conditioned
2	Exam Cell	1	With all necessary facilities
3	Placement Cell	1	
4	Administrative Office	1	
5	Account Section	1	
Amenities Area			
6	Central Store	1	Houses all necessary stationeries
7	Xerox section	1	With all reprographic facilities including binding, scanning and print out
Academic Area			
8	Tutorial Rooms	16	Well furnished modern classroom with LCD projectors
9	Computer Laboratories	4	Well equipped laboratories with latest softwares
10	HoD Rooms	2	Well furnished rooms
11	Faculty Room	2	Cabin facility
12	Seminar Hall	1	Air conditioned with seating capacity of 600
13	Conference Hall	1	Air conditioned with seating capacity of 200
14	Library	1	Seating capacity of 124 with digital library
15	Research & Development Cell	1	With all necessary facilities
Others			
16	EDC	1	With all necessary facilities
17	NSS	1	

18	Sports Room	1	With all necessary facilities
19	WEC – Women Empowerment Cell	1	
20	UPS Room	1	
21	Hostel	1	
22	Transport office	1	Houses the details of the transport of the entire institution
23	Departmental Store	1	Offers a wide range of consumer goods in different products
24	Bank and ATM	1	Within the campus
25	Guest House		Provides accommodation for the external experts and eminent visitors to the institution
26	Beauty Parlour	1	With all necessary facilities
27	Photo studio	1	
28	VIP dining hall	1	Exclusive dining hall for the external experts and eminent visitors to the institution
29	Residential Facility	24	Facilities are available for teaching and non-teaching staff

4.1.3 How does the institution plan and ensure that the available infrastructure is in line with its academic growth and is optimally utilized? Give specific examples of the facilities developed/augmented and the amount spent during the last four years (Enclose the Master Plan of the Institution/ campus and indicate the existing physical infrastructure and the future planned expansions if any).

Infrastructure enhancement in our campus keeps pace with continuous demand of the facilities needed. The institution makes sure of the availability of the adequate infrastructure to carry out the academic and administrative activities throughout the year.

Optimum Utilization of available infrastructure

- The seminar hall and the conference hall are utilized to conduct

- Seminars
- Guest lectures
- Workshops
- Conferences
- FDPs
- Modern Tutorial rooms with ICT facilities are used for teaching/learning process.
- Computer Laboratories are maximum-utilized for the academic growth.
- Communication Lab enhances the communicative skill of the students.
- Students utilize the Library to enhance their knowledge and personality.
- Digital library is utilized by the students and staff for updating their knowledge.
- Separate Cabin for the faculty helps them to carry their academic activities without disturbance.
- Stationary items are stacked in the central store.
- Photography and reprography facilities are made available.
- 24 Hours Wi-Fi Connectivity greatly helps the students and the faculties.
- R&D cell promotes research aptitude and innovation among students for the benefit of the individual and society.
- Video conferencing room helps the students, faculties & other professional staff to be connected with the experts of other institutions/industries.

The money spent over last five years: A total of **₹7,01,000** has been spent towards the up gradation and maintenance of the infrastructure.

Year	Item	Amount Spent ₹
2010	LCD	3,45,000
2011	Wi-Fi Facility	2,68,000
2012	Camera	60,000
2013	Bio-metric Security System	8,000
2014	CCTV	20,000
Total		7,01,000

4.1.4 How does the institution ensure that the infrastructure facilities meet the requirements of the students with physical disabilities?

Construction of Ramps facilitates the commutation of differently abled students.

4.1.5 Give details on the residential facility and various provisions available within them: Hostel Facility - Accommodation available; Recreational facilities, gymnasium, yoga centre, etc.; Computer facility including access to Internet in hostel; Facilities for medical emergencies; Library facility in the hostels; Internet and Wi-Fi facility; Recreational facility-common room with audiovisual equipments; Available residential facility for the faculty and occupancy; Constant supply of safe drinking water; Security

Residential Facility: The institution focuses on developing its residential facilities over the years and we have made marked improvement in this:

- ❖ The hostel spans over 2 floors with 100 well-furnished rooms (2 bed sharing & 3 bed sharing rooms). Presently 115 students have been accommodated on request.
- ❖ Separate Guest Houses were constructed to accommodate the invited guests.
- ❖ At present, 4 non-teaching staff members are given free boarding and lodging in the hostel.
- ❖ Staff Quarters with 24 houses are available for teaching and non teaching staff members at subsided rent.



Hostel



Dining Hall at Hostel

Recreational Facility: Students in the hostel make use of the following recreational facilities available.

- ❖ TV Hall
- ❖ Playground

- ❖ Beauty Parlor
- ❖ Canteen
- ❖ Gymnasium

Computer and Internet Facilities

- ❖ Free Wi-Fi connectivity of 10 Mbps bandwidth is made available to the hostel students.
- ❖ Each student is provided with laptop at subsidized rate with Wi-Fi connectivity.

Medical Facilities

- ❖ Round the clock, medical help is available.
- ❖ Vivekanandha Medical Care Hospital, our sister concern is in the immediate vicinity to attend the medical needs of students and faculties.
- ❖ Service of doctor on-call
- ❖ Availability of Call taxi ensures immediate attention towards the health related issues.
- ❖ The ambulance facility is available in case of emergency.
- ❖ First-aid kit is available in the office.

Library in Hostels

Three regional (Tamil, Hindi and Malayalam) newspapers namely Daily Thanthi, Dinakaran, Kaalaikkathir, Dinamalar, The Hindu (Tamil), Malayalam Newspaper and the following four English newspapers are made available daily.

- ❖ The new Indian Express
- ❖ Deccan Chronicle
- ❖ Times of India
- ❖ The Hindu

‘The Times of India’ is issued to all the students’ room wise at free of cost.

Safe Drinking Water:

- ❖ RO Plant has been installed for purifying the drinking water catering to the needs of the whole campus and the hostel.
- ❖ The institute has a unique rain-water harvesting system.

Security:

- ❖ Watchmen are deployed wherever needed for security purposes on the campus.
- ❖ A ‘Visitor’s Pass’ is issued to all the students to check authenticity of the visitors.
- ❖ Day scholars are permitted to go along with the visitors who have been approved in the visitor’s pass.

- ❖ The hostel students are permitted to go home for vacation or holidays on oral confirmation received from their parents.
- ❖ A bio-metric system is installed in the hostel to monitor their in and out time.
- ❖ On swiping the ID card (Bar Code Scanning), an “SMS” alert is sent immediately to their parents intimating that the ward’s (hostellers) departure time from the hostel.
- ❖ Gate pass is issued by the security people to everyone who visits the institute and re-collected when they depart from the institute.
- ❖ CCTV has been installed in the gate for 24 hours monitoring.

4.1.6 What are the provisions made available to the students and the faculty in terms of health care on the campus and off the campus?

The institute has made the following provisions to attend the health needs of the students and staff members.

- ❖ Group insurance policy covering all the students and staff members.
- ❖ First-aid kit is available in the office.
- ❖ Common sick room.
- ❖ Vivekanandha Medical Care Hospital, our sister concern is in the immediate vicinity to attend the medical needs of students and faculties.
- ❖ Service of doctor on-call
- ❖ The ambulance facility is available in case of emergency.
- ❖ Availability of Call taxi ensures immediate attention towards the health related issues.
- ❖ Health related talks and seminars by inviting doctors, DGOs and Psychologists.

4.1.7 Give details of the Common Facilities available on the campus-spaces for special units like IQAC, Grievance Redressal unit, Women’s Cell, Counselling and Career Guidance, Placement Unit, Health Centre, Canteen, recreational spaces for the faculty and the students, safe drinking water facility, auditorium, etc.

The institute has set apart space for the special units and common facilities:

S.No.	Facilities	No.	Details
1	IQAC room	1	With all necessary facilities
2	Grievance Redressal Room	1	

3	Women Empowerment Cell	1	With all necessary facilities
4	Counselling & Career Guidance	1	
5	Placement Cell	1	
6	Safe drinking water (RO Plant)	1	
6	Common Sick Room	1	With four beds and medical aids
7	Canteen	1	With the seating capacity of 100
8	Auditorium	1	Air conditioned with seating capacity of 3000

4.2 LIBRARY AS A LEARNING RESOURCE

4.2.1 Does the library have an Advisory Committee? Specify the composition of such a committee. What significant initiatives have been implemented by the committee to render the library, student/user friendly?

The library functions based on the suggestions and the recommendations deliberated by the library advisory committee. The library advisory committee comprises of the following members.

Chair Person	Dr.A.Somu, Director, VIIMS
Executive Members	Mr.R.Miyalvaganan
Members	Ms.T.Sivasuriya Librarian
	Ms T.Kavitha Asst. Librarian
	2 Student Representatives

The committee meets twice in an academic year. The following are few recommendations made by the committee that have been considered.

1. Extended library working hours till 6.30pm on week days.
2. Extended working hours during weekends and vacations.
3. Increase in number of computers for the extensive use of e-resources.
4. Procurement of books, journals and e-journals.



Library

4.2.2 Provide details of the following:

Total area of the library (in sq.mt)	1028 Sq.m
Total seating capacity	124 No's
Digital Library Systems	17 No's

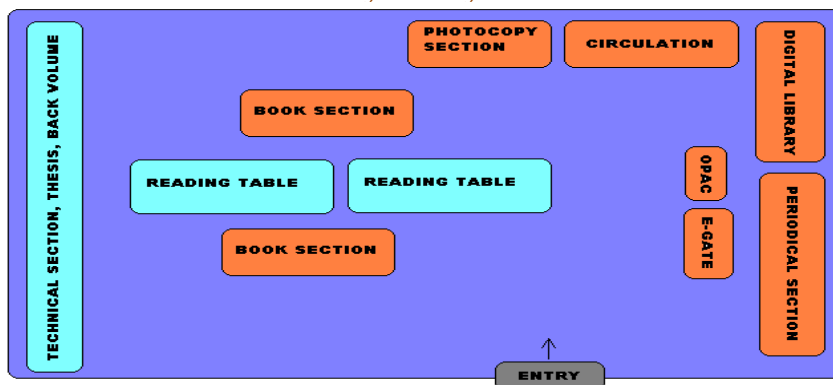
Working hours:

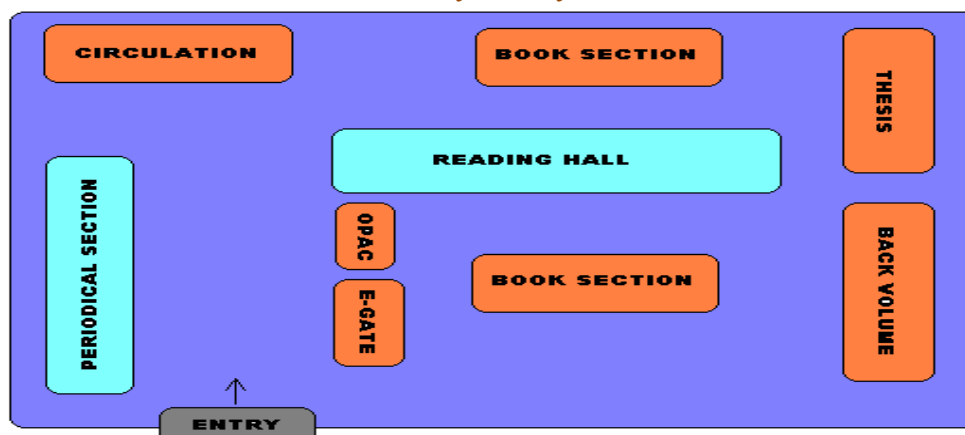
Particulars	Opening Time	Closing Time
On working days	8.30 am	6.30 pm
During Vacation	9.00 am	5.30 pm

Layout of the library (individual reading carrels, lounge area for browsing and relaxed reading, IT Zone for accessing e-resources)

- ❖ Separate reading areas are provided for students.
- ❖ Internet facility is available in library with multimedia systems. The library has online e-journals subscriptions for staff and students to access E-journals and DELNET services.
- ❖ Complete automation of the library is taken care by “**Modern lib**” software.

Library 1 - Layout



Library 2 - Layout

4.2.3 How does the library ensure purchase and use of current titles, print and e-journals and other reading materials? Specify the amount spent on procuring new books, journals and e-resources during the last five years.

The purchase committee of the library looks into the purchase of all needed resources for the library. The purchase committee comprises of following members.

Purchase Committee

Chair Person	Dr.A.Somu, Director
Executive Members	Mr.R.Miyalvaganan Asst. Prof. (SG)
Members	Ms.T.Sivasuriya Librarian
	Ms. T.Kavitha Asst. Librarian
	2 Student Representatives

- The purchase committee meets as and when required.
- The library requirement for the academic year is consolidated and forwarded to the purchase committee by the respective departments.
- Discussions are carried out based on the requirements.
- On approval, the needed resources are procured.

Library Holdings	2011-2012		2012-2013		2013-2014		2014-2015	
	Nos.	Cost ₹	Nos.	Cost ₹	Nos.	Cost ₹	Nos.	Cost ₹
Text Books	1150	5,40,476	1028	5,56,880	535	2,39,436	693	3,21,113
Reference Books	586	2,58,657	299	1,61,326	252	1,14,756	306	1,35,896
Journals/ Periodicals	97	2,42,589	94	2,46,189	45	94,996	51	1,16,176
E-resources	-	-	538	1,20,000	538	11,500	538	11,500
Dailies	7200	13,254	7200	19,778	7200	19,317	7200	22,605

4.2.4 Provide details on the ICT and other tools deployed to provide maximum access to the library collection?

OPAC: OPAC (Online Public Access Catalogue) is provided to the users.

Library automation: “Modern Lib software” has the following features:

- ❖ **Electronic Resource Management package for e-journals:** The library has online e- journals subscriptions for staff and students to access through DELNET services.
- ❖ **Federated searching tools to search articles in multiple databases :**
Yes

Particulars	Numbers
Total Number of computers for public access	20 Systems
Total Number of Printers for public access	01
Internet bandwidth/speed	4 Mbps
Participation in Resource sharing networks / consortia (like INFLIBNET)	DELNET, NPTEL through NMECT

4.2.5 Provide details on the following items:

Particulars	Numbers
Average number of walk-ins	164
Average Number of books issued / returned	95

Ratio of library books to students enrolled	1:30
Average number of books added during last four years	4847
Average number of login to OPAC	37
Average number of login to e-resources	56
Average number of e-resources downloaded / printed	24

Details of “weeding out “of books and other materials:

- ❖ “Weeding out” of books is taken for discussion by the advisory committee.
- ❖ On approval from the committee, the books are weeded out.

4.2.6 Give details of the specialized services provided by the library Manuscripts:

Reference: A separate reference section is available. The Reference Section provides a personalized service where in the librarian has a scope to interact with the students to know their specific needs. The reference section houses

- ❖ Dictionaries
- ❖ Encyclopedias
- ❖ General books
- ❖ Books related to various competitive examinations like **TOEFL, GRE and Civil Services, NET, SLET, Bank exams etc.**

Download: A digital library with **17 multimedia computers with internet facility** is available that greatly helps the users to download the needed information.

Printing: Printing and reprography facilities are available in the library for the use of students and staff.

In-house / remote access to E-Resources: Our Library has a large and constantly growing collection of online resources such as databases, e-journals, e-books, and so on. These e-resources are accessible anywhere within our campus at any time. IP Based Campus wide unlimited access is used Full-text of resources from the IMC (Infotrac Management Collection), IESTC (Infotrac Engineering Science and Technology Collection) databases can be downloaded.

User Orientation and awareness: At the beginning of every year, the students are briefed about the

- ❖ Working hours of the library

- ❖ Availability of books and journals
- ❖ Reference Section
- ❖ Digital library
- ❖ Usage of Library Cards
- ❖ Reprographic facilities
- ❖ Book issue and return dates
- ❖ General rules and regulations of the library

Assistance in searching Databases: Librarians work with team spirit and assist the students accordingly

E-Resources Facilities: The institute library has subscribed to DELNET Networking Software that supports international standards such as AACR2 with online Public Access Catalogue (OPAC). The students can access a number of journals and periodicals online. **INFLIBNET software subscription** promotes and establishes communication facilities for knowledge sharing.

4.2.7. Enumerate on the support provided by the Library staff to the students and teachers of the college.

The Library Staff always extend their services to the students and faculty of the institute.

- ❖ Timely Attention is given whenever needed.
- ❖ Continuous supervision during the study hours reduces the lead time.
- ❖ Personal assistance for locating the books easily.
- ❖ Special attention is given to the students during Digital Library hours.
- ❖ Availability of the Books, Journals/Periodicals and other resources ready for immediate use.
- ❖ New books, journals and magazines are displayed on a separate display board.

In addition, the library also provides access to

- ❖ Internet
- ❖ CD-ROM, e-Resources of books and e-journals
- ❖ NPTEL Contents Video lectures
- ❖ Web lectures of Anna University and IITs
- ❖ DELNET online services
- ❖ Open access system

4.2.8. What are the special facilities offered by the library to the visually /physically challenged persons? Give details.

Library facility is available in each department and the same is extended for differently abled persons.

4.2.9. Does the library get the feedback from its users? If yes, how is it analyzed and used for improving the library services (what strategies are deployed by the library to collect feedback from users? How is the feedback analyzed and used for further improvement of the library services?)

Feedback is collected from the users through a structured questionnaire along with personal interaction and also by observation. After assessing the needs, necessary measures are taken for further improvement.

4.3 IT INFRASTRUCTURE

4.3.1. Give details on the computing facility available (hardware and software) at the institution. Number of computers with Configuration (provide actual number with exact configuration of each available system), Computer student ratio, Stand alone facility, LAN facility, Wi-Fi facility, Licensed software, Number of nodes/ computers with Internet facility, any other.

- All the servers are provided with power back-up for uninterrupted service.
- Every system is protected with a username and password and individual login identities are provided to the students, faculty and administrative staff members.
- The fully Wi-Fi enabled campus facilitates inter and intranet networking which meets teaching learning and research requirements of this institution.
- The faculty and the students also have access to these facilities through their own personal laptops.

Computing Facility Available

S.No	Items	Quantity(Nos.)
1	Server System	3
2	Client System	300
3	LAN	Star Topology
4	Licensed Software	10
5	Antivirus Software	01
6	Computer : Student	1:2
7	Laser Printer	7
8	Dot Matrix Printer	10
9	Scanner	3
10	LCD Projector	15

System Configuration Details

S. No	System Configuration	Location/ Place	Qty	Application Usage	Remarks
1	Server: Model Zenith: NP7230BS-0013 :-Intel DP Xeon 3.2Ghz Processor with 1MB 800FS, 73 GB SCSI 68Pin U320 10k RPM Hard Disk, 2x1GB DDR2 Ram,17"CRT Color Monitor Keyboard and Mouse, DVD Drive	Second Floor / Lab 3,4	1	Telnet / Unix	MCA
2	HP Pro 3090 MicroTower Model: Intel Core 2Duo E7500 2.93Ghz Processor 2 GB DDR3 Ram 320 GB SATA Hard Disk HP 18.5" TFT Monitor HP USB Keyboard and Mouse	Ground Floor / Lab 1	60	Communicati on Lab	MBA& MCA
3	HP Pro 3090 MicroTower Model: Intel Core 2Duo E7500 2.93Ghz Processor 2 GB DDR3 Ram 320 GB SATA Hard Disk HP 18.5" TFT Monitor HP USB Keyboard and Mouse	First Floor / Lab 2	60	SPSS, Ms-Office POM, TORA Tally	MBA
4	HP ELITE 7100 MicroTower: Intel® Core™ i3 @3.20 GHz Processor, 2 GB DDR3 Ram, 320 GB SATA HDD HP 18.5" LCD Monitor, HP USB Keyboard and Mouse	Second Floor / Lab 3,4	120	C,C++, Visual Basic, .Net, Rational Rose, SQL Server, Oracle, Net Beans, Macromedia Flash, Telnet Unix, Smart Draw	MCA
5	HP Pro 3330SFF PC: Intel® Core™ i3-2120 CPU 3.30Ghz Processor, 2 GB DDR3 Ram, 500 GB SATA HDD 7200 RPM, 18.5" TFT Monitor, USB Keyboard and Mouse	Digital Library	20	Ms-Office, C,C++ Java Visual Basic	MBA& MCA
6	HP Pro 3090 MicroTower Model: Intel Core 2Duo E7500 2.93Ghz Processor, 2 GB DDR3	Administrative / Staff Room/	39	Ms-Office, C,C++ Java	MBA& MCA

	Ram, 320 GB SATA Hard Disk, HP 18.5" TFT Monitor, HP USB Keyboard and Mouse	Office		Visual Basic	
Total Systems			300		

- ❖ Computers for the students, faculty, researchers and administrative purposes: 300
- ❖ Stand-alone as well as LAN facilities
- ❖ Wi-Fi Facility with speed of 10 Mbps

LAN and Wi-Fi Facility: Wi-Fi with 10 Mbps bandwidth is available. Wi-Fi access points have been installed at the institute campus and the hostels. The students and the faculty can access Wi-Fi facility anywhere inside the campus. The 'Star topology' of our LAN supports future expandability of the network.

Number of nodes/ computers with Internet facility: All the systems are connected with LAN and the internet facility.

Backup Electricity Supply: The ICT facilities are maintained with uninterrupted power supply through UPS of 40 KVA.

4.3.2 Detail on the computer and Internet facility made available to the faculty and the students on the campus and off-campus.

The computer and Internet facilities have been constantly upgraded to meet the changing requirements of the teaching-learning community of the institution. Computers are upgraded, new computers are purchased, speed of the Internet connectivity is enhanced and the Wi-Fi system is restructured, recognizing the need and demands of the academic community. These ICT facilities are open and accessible to the entire faculty and the students.

- ❖ A total of 300 computers are available for the students and the faculty.
- ❖ The faculty has access to the computer admin centre as well as the computers at the library. They all have personal laptops offered at subsidized rate which are connected to the LAN.
- ❖ 80% of the students have personal laptops in addition to the access to the common computer lab. These laptops are connected to the central computer system through Wi-Fi networking. The students are provided with laptop at subsidized rate.
- ❖ Wi-Fi with 10 Mbps internet connectivity is provided for the entire campus.
- ❖ Computers are available in the hostels for administrative purposes.
- ❖ The students and the faculty can access the subscribed e-journals and e-resources in the digital library.

- ❖ Both MBA and MCA departments have computers for all teaching faculties for their academic enhancement. Thus the interactive IT enabled teaching-learning is facilitated.
- ❖ The faculties handle classes using LCD and they train the students to use the available ICT facilities for improving their knowledge.

4.3.3 What are the institutional plans and strategies for deploying and upgrading the IT infrastructure and associated facilities?

The institute has its own plans and strategies for deploying and upgrading the IT infrastructure and associated facilities.

IT Infrastructure Deployment and Upgrading Plan

The institution has systematically worked out plans and strategies for upgrading and initiating new IT infrastructure facilities. Gradual and continuous upgrading is the fundamental thrust of the institution.

Implemented Plans

- ❖ Wi-Fi enabled campus
- ❖ Increased Internet speed to 10 Mbps
- ❖ Digital library with 17 systems, Language Lab
- ❖ Implementation of Automated software in Account Section
- ❖ Installation of LCD Projector and Wi-Fi in the classrooms
- ❖ CCTV in the gate

Future plans

- ❖ Purchase of Server for the institute office
- ❖ Up gradation of the internet facility from 10 Mbps to 20 Mbps
- ❖ Purchase of RFID for the library
- ❖ Usage of High Speed Book Scanner for the library
- ❖ Availing NKN connectivity

4.3.4 Provide details on the provision made in the annual budget for procurement, upgradation, deployment and maintenance of the computers and their accessories in the institution (Year wise for last five years)

Items	2011-12 (in ₹)	2012-13 (in ₹)	2013-14 (in ₹)	2014-15 (in ₹)
Procurement	40,00,000	3,00,000	-	-
Up-gradation	1,00,000	1,00,000	1,00,000	1,00,000
Deployment/ Maintenance	38,000	42,000	48,000	60,000

4.3.5 How does the institution facilitate extensive use of ICT resources including development and use of computer-aided teaching/ learning materials by its faculty and the students?

- ❖ The institution encourages and provides ample facilities for enhancing extensive use of ICT resources for augmenting and supplementing the traditional pedagogic practices.
- ❖ The institution provides ICT facilities both hardware and software for the faculty for preparation of computer-aided teaching learning material. The system administrator assists them in utilizing these facilities.
- ❖ The ICT infrastructure helps faculty to develop and download learning materials such as lecture notes, modules, power point presentations, audio-video clips, etc.
- ❖ The facilities help teachers to develop ways and means for managing and monitoring their courses.
- ❖ The students utilize the ICT facilities for developing power point presentations for seminars, material for assignments, short films and other creative activities.
- ❖ The software (SPSS, etc) and e-resources are utilized for research and consultancy activities.
- ❖ The screening and collective reflection on videos, documentaries and films that are relevant to the topics under discussion enhances learning experiences.
- ❖ Group e-mail id for a batch helps in sharing resources and generating discussions and thus making the learning collaborative.
- ❖ The institute website **www.viims.ac.in** is updated on the following aspect every year.
 - International Conference
 - Seminars and Workshops
 - National level technical symposium
 - VSET Scholarship Examination
 - Admission Norms

4.3.6 Elaborate giving suitable examples on how the learning activities and technologies deployed (access to on-line teaching - learning resources, independent learning, ICT enabled classrooms/learning spaces etc.) by the institution place the student at the centre of teaching-learning process and render the role of a facilitator for the teacher.

The institution has been conducting the regular seminars, workshops, assignments and presentations to the students to make them to participate actively in the learning process. This requires them to access the learning resources both online and in the library, encouraging them to be independent learners. The students, during the course of the academic programme, also learn to be competent in using the ICT enabled classrooms in their presentations, interactions and seminars. The following mechanisms are deployed by the institution, with regard to the ICT resources, to make the learning student-centred:

- ❖ Formal training in basic computer skills and advanced computer courses on latest technologies are given to the students through Knowledge Computer Centre.
- ❖ The student seminars and presentations are ICT enabled.
- ❖ Teachers also use ICT for teaching – LCD presentations, Video Downloads, etc.
- ❖ The students are trained to be active learners by using ICT.
- ❖ The online resources are accessed by the students for gathering data, information and materials related to the topics for their assignments and projects.
- ❖ Sharing of learning resources and discussions are done through the internet and intranet.

4.3.7 Does the Institution avail of the National Knowledge Network connectivity directly or through the affiliating university? If so, what are the services availed of?

Availing of National Knowledge Network Connectivity is under consideration.

4.4 MAINTENANCE OF CAMPUS FACILITIES

4.4.1 How does the institution ensure optimal allocation and utilization of the available financial resources for maintenance and upkeep of the following facilities (substantiate your statements by providing details of budget allocated during last five years)?

The institution ensures the optimum use of the facilities in administrative and academic activities.

Budget Allocated

	2011-12 ₹	2012-13 ₹	2013-14 ₹	2014-15 ₹
Furniture	2,00,000	1,50,000	50,000	1,00,000
Equipment	1,25,000	1,00,000	1,00,000	4,00,000
Computers	40,00,000	-	-	-
Vehicles	1,57,000	80,000	1,20,000	2,50,000

4.4.2 What are the institutional mechanisms for maintenance and upkeep of the infrastructure, facilities and equipment of the college?

The institution, over the years, has developed systems, structures and procedures for the maintenance, upkeep and utilization of both physical facilities and academic support facilities.

- ❖ Regular follow up mechanism for maintenance and upkeep of the infrastructure is followed.

- ❖ Stock Register is maintained for the available equipments.
- ❖ The institute has appointed adequate supporting staff for maintenance and repair activities.
- ❖ Lab assistants take care of various laboratories.
- ❖ Benches, desks and other furniture are maintained by the estate office.
- ❖ The maintenance and upkeep of classrooms, seminar rooms and faculty rooms are done by the office through suggestions and feedback given by staff and students.
- ❖ A centralized team takes care of the masonry, plumbing, electrical works, computer maintenance, AC, reprographic machine, water purifier, digital display board, etc.
- ❖ Annual Maintenance Contract is maintained for ICT equipments.

The institution encourages optimal utilization of the physical and academic support facilities to achieve its stated goals and objectives. There are established procedures such as log books for efficient utilization of the facilities and their effective maintenance.

4.4.3 How and with what frequency does the institute take up calibration and other precision measures for the equipment/instruments?

Annual maintenance and repair of the infrastructure is taken care by the institute in a systematic manner. Institute has a team of qualified technical staff for maintaining computers and networking facilities. The institute has a central control for the maintenance of the entire campus and the following departments work under them.

- Electrical
- Plumbing
- Generator
- Maintenance
- Security
- Campus Clean

4.4.4 What are the major steps taken for location, upkeep and maintenance of sensitive equipment (voltage fluctuations, constant supply of water etc.)?

The institution ensures voltage stability through UPS and voltage stabilizers in order to protect its sensitive ICT facilities. The separate transformer placed within the campus ensures more or less uninterrupted power supply. Proper earthing and lightening protection for the sensitive equipments and the buildings are existed. A total of 6 fire extinguishers have been installed in the campus to extinguish or control small fires in emergency situations. We ensure constant supply of purified water through RO - water purifying plant.

CRITERIA V: STUDENT SUPPORT AND PROGRESSION

5.1 STUDENT MENTORING AND SUPPORT

5.1.1 Does the institution publish its updated prospectus/handbook annually? If 'yes', what is the information provided to students through these documents and how does the institution ensure its commitment and accountability?

Every year the prospectus of the institute is updated and published around April. The Prospectus exhibits the following details:

- ❖ Programmes offered
- ❖ Admission Eligibility Criteria
- ❖ Discipline and Dress code
- ❖ Infrastructure and all other facilities offered
- ❖ Academic, Co-curricular and extra-curricular activity opportunity
- ❖ Placement details and List of Recruiters for Campus Selection
- ❖ Library and Hostel Facilities
- ❖ Student's Support Services such as Scholarship, Hostel, Wi-Fi internet Connection, Health Care facility
- ❖ Industry institutional collaborations

All relevant important information are also posted in our Institution's website "www.viims.ac.in"

5.1.2 Specify the type, number and amount of institutional scholarships/freeships given to the students during the last four years and whether the financial aid was available and disbursed on time?

The Management allocates budget for scholarship every year and also provides necessary guidelines to the students based on the following Criteria:

- **Proficiency in the Subjects**

The Meritorious students are identified through the Vivekanandha Scholarship Eligibility Test (VSET). VSET is regularly being conducted every year as an initiative to promote students progression towards the Higher Studies.

The scheme offers:

- 100% Tuition fees waiver for 50 students
- 50% Tuition fees waiver for 50 students
- First term tuition fee waiver for all the participating students.

- **Economically and Socially Backward Students**

The institution provides Scholarships to Fatherless Students and wards of non-teaching staff across Vivekanandha Educational Institutions.

- **Outstanding Performance in Sports and the Physically Challenged.**

The students who are admitted in Sports Quota are awarded with:

- Full tuition fee concession
- Free Hostel

- Scholarship to the Graduate students who are coming from Sister Institutions of Vivekanandha.

- Free Transport facility is offered to ALL Students and the entire cost is borne by the Management.

Details of the Institutional scholarship awarded to the students for the last four years are as follows:

Management Scholarship Schemes for the following categories

Economically Weaker section

Year	No. of Beneficiaries	Amount (₹)
2014-2015	13	1,26,600
2013-2014	1	33,000
2012-2013	1	33,000

Sports Fee Concession

Year	No. of Beneficiaries	Amount (₹)
2014-2015	1	73,000
2013-2014	1	70,000
2012-2013	1	69,000

Vivekanandha Scholarship Eligibility Test (VSET)

Year	No. of Beneficiaries	Amount (₹)
2014-2015	87	31,39,000

UG to PG Fee Concession

Year	No. of Beneficiaries	Amount (₹)
2014-2015	30	2,61,000
2013-2014	32	3,20,000
2012-2013	50	5,00,000
2011-2012	98	9,80,000

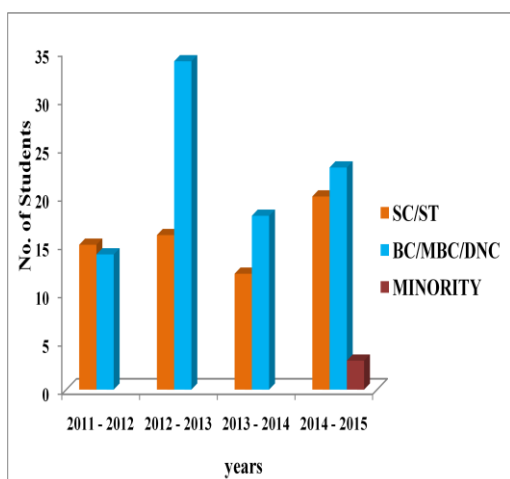
5.1.3 What percentage of students receives financial assistance from state government, central government and other national agencies?

With the Mission of promoting education, the State and Central Government provides financial assistance to the students. Most of the students in our institute hail from the Weaker Section of the Society and a considerable percentage of them are eligible for the financial assistance from the Government. Being an exclusive women Institution, the students are greatly benefited by this support service extended by the Government. A total amount of ₹ 21,71,235 lakhs have been sanctioned during last four years by the State Government under

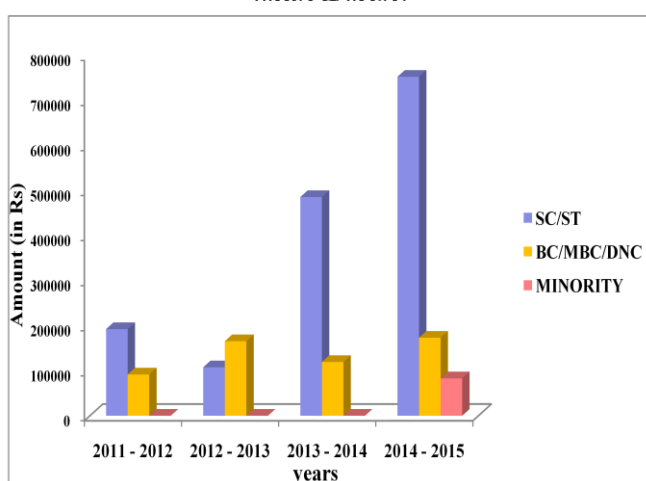
- ❖ Scholarship to SC/ST students
- ❖ Scholarship for BC/MBC/DNC students
- ❖ Scholarship to minority students

Sources of Scholarships	Course	2011 - 2012		2012 - 2013		2013 - 2014		2014 - 2015	
		Count	Amount ₹	Count	Amount ₹	Count	Amount ₹	Count	Amount ₹
Scholarship to SC/ST students	M.B.A.	7	83020	6	35200	4	166000	10	378900
	M.C.A.	8	109385	10	72400	8	319600	10	373800
Scholarship for BC/MBC/DNC students	M.B.A.	4	28640	5	22175	3	23955	10	84100
	M.C.A.	10	63080	29	143400	15	95375	13	89205
Scholarship to minority students	M.B.A.	-	-	-	-	-	-	3	83000
	M.C.A.	-	-	-	-	-	-	-	-
Total number of students benefited through scholarships in last 4 years =155 Students Total scholarship amount received in last 4 years = ₹21,71,235/-									

No. of Students Aailed Government Scholarship (MBA & MCA)



Total Government Scholarship (MBA & MCA)



5.1.4 What are the specific support services/facilities available for SC/ST, OBC and economically weaker sections?

The Institution is committed to extend its help to the students in their pursuit to become responsible citizens. The prime concern of the institute is to impart holistic education to students. Keeping this in mind the following support service facilities are extended to the students.

- ❖ The government pays full tuition fee to all SC/ST under “Post Metric Scholarship” and Minority students under “Merit cum Means”
- ❖ Admissions are ensured out according to the reservations policies of the State Government through Counseling System.
- ❖ Availability of financial assistance from the Government.
- ❖ Availability of Bank Loans to all the needy students.
- ❖ Providing Free Transport for all.

Facility to Hostel Students

Well furnished and equipped hostel with all modern amenities is efficiently administrated to provide right atmosphere assuring a safe and secure environment. Extra care is taken to provide health and hygienic food. The hostel is provided with adequate Infrastructure which includes,

- ❖ Separate dining with specialized menu
- ❖ RO Water Purifier Plant
- ❖ Common room with television and reading rooms.
- ❖ Well- equipped Gymnasium.
- ❖ Cold room for storage of Vegetables, Milk etc.
- ❖ Steam boiler
- ❖ Free Wi-Fi Facility
- ❖ Generators (min.40 KVA Capacity)
- ❖ Special food to the sick students as per doctor's advice.
- ❖ CCTV security at Gate
- ❖ Indoor games like Chess & Carom board.
- ❖ Special Bus Facilities arranged to hostellers during monthly holidays.
- ❖ Hostel student's health issues are given immediate attention through Vivekanandha Medical care Multi Specialty Hospital in the Extended Campus.
- ❖ Beauty parlor





Room Facility in the Hostel

Dining facility in the Hostel

Physically Challenged / Differently abled Students

- ❖ Ramp in the high-rise areas
- ❖ Exemption from Dress Code Discipline
- ❖ Examination in a convenient place

Health Centre, Health Insurance etc.

- ❖ Every student and her parents are covered under the Group Insurance Scheme for personal accident benefits
- ❖ Availability of Ambulance with Advance cardiac life support (ACLS) in case of emergency
- ❖ Health related issues are immediately addressed by taking the students to the Vivekanandha Medical Care Multi Specialty Hospital which is located in the extended Campus
- ❖ Awareness Programmes about Health and Hygiene are frequently arranged
- ❖ Availability of First-Aid & Medical Kit in the office
- ❖ Free Call Taxi facility to the hospital ensures immediate attention towards sick students.

Organizing coaching classes for competitive exams

- ❖ Institute provides peer-initiated coaching to competitive examinations such as IBPS, UPSC IAS/IPS and the UGC JRF/ NET.
- ❖ The institute has MoU with Vetri IAS Academy which provides training for UPSC
- ❖ Tie up with EeZe prepares the students to take up the competitive exams for banking sector jobs.

Support for ‘slow learners’

- ❖ Active Mentor-Mentee Process
- ❖ 15-20 students are assigned to each faculty member for personalized counseling.
- ❖ Remedial Classes are arranged after comprehending the difficulties faced by the slow learners.
- ❖ Extra attention is given to the slow learners during Class Room sessions as well.

Publication of Students Magazines and Newsletter

- ❖ “INSPIRE”- College Student Magazine is published annually. It provides an opportunity for the students to bring out their creative skills. This initiative encourages the students to exhibit their talents.
- ❖ VIIMS News Letter is published on annually wherein the students and faculty member’s achievements are included comprehensively. The alumnae get to know about the activities of the institute through the News Letter.

Exposures of students to other institution of higher learning/ corporate/ business house etc.

- ❖ Students are encouraged to participate in seminar/ workshops/ conferences organized by other institutions.
- ❖ Industrial Visits encourage the experiential learning by the students. Few of the industrial visits includes, visit to Diaries, Tea estates, Ashok Leyland, Idhayam Oil Industries, PSG IM Training Centre, Madras Management Association(MMA), Research laboratories, Indian Institute of Management, Bangalore (IIM-B), Indian Institute of Management, Trichy (IIM-T), higher learning institutions etc The Institute makes all adequate arrangements to make field visits as a wholesome learning experience. Faculty coordinators accompany the students and guide them effectively.
- ❖ The summer industrial training programme helps the students to learn the industry practices that are to be followed.



Industrial Visit TANTEA ,Coonoor

5.1.5 Describe the efforts made by the institution to facilitate entrepreneurial skills, among the students and the impact of the efforts.

The Entrepreneurship Development Cell sponsored by AICTE was started with the object of promoting specialized knowledge in the field of entrepreneurship development. In view of the worldwide shortage of jobs (both government and private sectors) leading to unemployment problems and lack of proper utilization of human resources; the cell strives to identify talented youth to entrepreneurial works. The cell organizes various programmes for entrepreneurship development.

The Institution has organized,

- ❖ Two week Faculty Development Programme in “Entrepreneurship Development” conducted by ITCOT jointly with VIIMS Sponsored by Science and Technology, Ministry of Science & Technology, Government of India.
- ❖ One month Business Skill Development Programme (BSDP) in association with MSME Development Institute, Chennai.
- ❖ The Institute encourages experimental learning by organizing several industrial visits like: Visit to Diaries, Tea estates, Ashok Leyland, Idhayam Oil Industries, PSG IM Training Centre, Madras Management Association(MMA), Research laboratories, Indian Institute of Management, Bangalore (IIM-B), Indian Institute of Management, Trichy (IIM-T), higher learning institutions etc.

College Bazaar - Trade Fair

The EDC of VIIMS in association with MAHALIR THITTAM District Supply & Marketing Society – Namakkal has been successfully organizing “College Bazaar – Trade Fair” since 2012. This Trade fair assists to develop entrepreneurial Skills among students and to help the SHG members to market their products.

Renowned companies (Idayam Group, Cooptex, Christy Fooda), Automobile dealers(Honda, Tata Motors, Maruti, Ford Motors) and other private stalls (The Chennai Silks, Erode, VISWAM TVS, Designer Jewellery, Kumar Honda, Chennimalai Metro Tex, IK Food ware, Mayil Nighties) took part in this Bazaar along with SHG members.

COLLEGE BAZAAR DETAILS							
S.No	Year	Date	Stalls	Students Stalls	SHG Stalls	No. students visited	Total Sales ₹
1	2014	23-25.09.14	37	40	35	20,000	10,46,054
2	2013	24-26.10.13	37	40	35	23,000	14,46,266
3	2012	06-08.11.12	18	46	37	21,000	9,77,000



*Inauguration of College Bazaar by
Thiru. V. Dakshinamoorthy,
District Collector, Namakkal.*



*Lighting the Traditional Lamp by
Thiru. V. Dakshinamoorthy,
District Collector, Namakkal*



Chairman and Chief Guest visited the Self Help Group (SHG) stalls

List of Entrepreneurship Initiative Programmes conducted by EDC

S. No	Entrepreneurship Initiatives	Date	Resource persons	Student Participants
2014 – 2015				
1	College Bazaar - Trade Fair 2014	23.09.2014	Thiru. V. Dakshinamoorthy, District Collector, Namakkal	120

2	Banking Correspondent and Business Felicitor Training Programme”	21.07.2014 to 24.07.2014	Centralized placement and training cell. Vivekanandha Educational Institutions.	120
3	One day workshop on “Opportunities in Banking Sector”	17.10.2015	Mr.P. Ashok Kumar (CAIIB) Director, Employability Enhancement Center Mr.T.Sivakumar, IIT alumnus, Lead Mentor, Employability Enhancement Centre, Hosur.	
2013 – 2014				
1	Placement Training	27.12.13	Entrepreneurship Development Cell Vivekanandha Educational Institutions.	120
2	College Bazaar - Trade Fair	24.10.13 to 26.10.13	Mr.T.Sengottaiyan Revenue Divisional Officer, Namakkal	
3	Motivational Talk	28.10.13	Mr.Krishnamoorthy, Founder, Match Point Private Limited, Coimbatore.	
2012 – 2013				
1	College Bazaar-Trade Fair 2012	06.11.2012 to 08.11.2012	Ms. Malathi, Project Director, Mahalir Thittam, Namakkal.	150
2.	Current scenario of software Industries in Recruitment process	09.01.2013	Mr .Vijayakumar Regional Manager, STC Technologies Pvt.Ltd,	
3.	Personality Development	16.02.2013	Mr.V.Prakash, Manager-Marketing Chapters, Madras Management Association, Chennai. Ms.Padmaja, Mentor, MMA Student Chapter Activities, Chennai.	
2011 - 2012				
1	Entrepreneurial talk “Sky is the Limit”	05.08.2011	Mr. Laxmanan Narayanan, Chairman, MR Color Lab, Erode	110

2	Personality development program	01.09.2011	Prof.Jegajeevan of PSGIM, Coimbatore	100
3	Guest Lecture On “Business Mantras”	19.10.2011	Mr.Muthu , Managing Director, Idayam Group of Companies	110
4	Micro Small and Medium Enterprises Business Skill Development Programme	17.11.2011 to 16.12.2011	Mr. K. Siva Rama Prasad , AD/Met., Govt. of India, Ministry of MSME	50
5	Skill Development Programme for I.T Entrepreneur”	10.02.12 & 11.02.12	Mr.C.Danu , Managing Director of City Mons Technology,Salem.,	120

5.1.6 Enumerate the policies and strategies of the institution which promote participation of students in extracurricular and co-curricular activities such as sports, games, Quiz competitions, debate and discussions, cultural activities etc.

VIIMS offers plenty of opportunities to students; events such as sports, games, quiz competitions, debate, group discussions and cultural activities are conducted periodically.

- ❖ The institute encourages participation in inter collegiate tournaments like Kabbadi, Cricket, Volleyball, Basketball, Athletics etc. The merit certificates and prizes are awarded to the winners and runners in intramural competitions at College Annual & Sports Day celebrations. The Management provides free education for the students with outstanding performance in sports
- ❖ Participation in NSS activities plays an active role in increasing student awareness regarding cleanliness, computer literacy etc
- ❖ The Management persuade students to organize / participate in cultural activities by providing cash awards
- ❖ Intra & Inter department competitions are held regularly
- ❖ The MBA department organizes Annual Intercollegiate Management Meet - “**Pegasus**”, through various corporate and general stream competitions like Business Quiz, Treasure Hunt, Puzzles, Management Games, Mehendi, Group Dance, Face Painting, Flower Arrangement and Vegetable Carving
- ❖ The MCA department motivates the outside student participants by organizing Annual Intercollegiate Program - “**Kalanjiyam**”. This technical symposium conducts various technical and non-technical events.
- ❖ Students take part in association activities and various club activities

The students can take part in the following club activities

1. Fine Arts Club

Fine arts club provides an opportunity to the students to show their innovation and creativity. Students are motivated to participate in the various activities organized by the club and prove their talents. The events conducted under Fine Arts Club includes

- Rangoli
- Mehendi
- Multimedia Presentation
- Ad-Zap
- Web Designing
- Face Painting
- Vegetable Carving and Other Cultural Activities etc,

2. Quiz Club

The main objective of quiz club is to train the students to actively participate in various intercollegiate and state level competitions. Quiz programs are conducted in each academic year at regular intervals for the betterment of students. The main purpose of the club is to update the knowledge of the students in various fields like

- Academics
- General knowledge
- Current Affairs
- Analytical abilities, etc.

3. Debate Club

The Prime aim of debate club is to improve the student's communication skills and Group Discussion. The events conducted under Debate Club includes

- Debates on relevant issues help to encourage the democratic exchange of ideas between the student communities
- Enhancing Students literary skills

List of Association Activities

Training Programme	Student Participants	Dates
Intra Departmental Meet 2012 - MBA	102	19.12.2012 & 20.12.2012
Pegasus Management Meet 2013	400	23 .08.2013
Technical Symposium, INNFOINNOVA MEET'13	UG Students	20.02.13, 26.02.13 & 27.02.13

Technical Symposium KALANJIYAM'14	972	26.02.14 &27.02.14
Technical Symposium "KALANJIYAM'15	732	30.01.2015 & 31.01.2015
Pegasus Management Meet 2015	880	23.01.2015 & 24.01.2015



***Pegasus Management Meet-Face
Painting***



***Intra department One Minute
Show***



***In-House Model Presentation in
INNFOINNOVA meet***



***Inter Departmental Quiz Prelims
conducted by Quiz Club.***

- Students are encouraged to participate in sports, games, quiz competitions, debate and discussions, cultural activities etc.

- Students celebrate Interreligious Functions to strengthen their unity.
 - ❖ Onam Day Celebrations
 - ❖ Pongal Day Celebrations



Onam Celebration



Pongal Celebration



Friendship Day Celebrations



*C.Bhuvaneshwari , Kabbadi,
University Player at Our Sports Day
Celebration*

5.1.7 Enumerating on the support and guidance provided to the students in preparing for the competitive exams, give details on the number of students appeared and qualified in various competitive exams such as UGC-CSIR- NET, UGC-NET, SLET, ATE / CAT / GRE / TOEFL / GMAT/Central /State services, Defense, Civil Services, etc.

The Institution offers various supporting activities for the students to prepare and appear for the competitive exams and campus selection.

- ❖ **MoU with Vetri IAS** arranges various training programme to help the students for Civil service exam.
- ❖ Eminent resource persons are invited to give special lectures on career guidance.
- ❖ Faculty guide on the available material /books/websites in the library, market etc.
- ❖ Tie up with **EeZe** prepares the students to take up the competitive exams in the banking sector.

5.1.8 What type of counseling services are made available to the students (academic, personal, career, psycho-social etc.)

At the beginning of every academic year, a “Student’s profiling” exercise is carried out, to capture details such as social, economic, academic background, sports achievements and personal details. This Database is used for further planning for students counseling Support.

Students are given guidance by

- ❖ **Mentors**
- ❖ **Class Advisors**
- ❖ **Subject In-charges &**
- ❖ **HoD**

Mentoring:

- ❖ 15-20 mentees are attached to each mentor.
- ❖ The Mentors provide academic, personal and career guidance.
- ❖ The Mentors set goals for the Mentees and guide them towards the goal.
- ❖ The students are encouraged to meet their mentors frequently.
- ❖ Students voice their grievances, opinions through their mentors.

Student Welfare/Support:

The Institution comprehensively plans and chalks out various student welfare programmes.

- ❖ Academic committee looks in to the academic related issues and provides valuable suggestions for the academic growth. The class committee meeting is conducted regularly by the advisor to solve the academic Problems if any, necessary counseling is given immediately and corrective measures are taken as early as possible.
- ❖ The entrepreneurship development cell conducts periodical meeting with students, to encourage “Entrepreneurship Culture” among the students.
- ❖ Placement Cell takes the responsibility of Campus Recruitments, training Programmes on personality

development, Aptitude, Group Discussion, Mock Interviews and Communicative English.

- ❖ Periodic guest lectures are given on Life skills, Yoga Classes, Communication Skills, Health and Hygiene, Goal Setting, Anger and Stress Management, Suicide Prevention Training, health and Psychologist problems etc. by inviting the best Motivational Speakers for the benefit of the students. The various committees plays vital role to solve psycho-social problems of the students.
- ❖ The Anti-Ragging Committee of the Institute takes ample measures to prevent incidents of ragging in the campus.
- ❖ Disciplinary and Welfare Committee helps to maintain effective relationship.
- ❖ EDC cell promotes the entrepreneurship skills of the students
- ❖ Women Empowerment Cell looks in to the cross cultural issues related to gender and women development.
- ❖ Grievances and Redressal Committee takes care of the timely redressal of the issues raised by the students.
- ❖ Various clubs and forums help the students to take part in extracurricular and co curricular activities.
- ❖ Participating in sports is encouraged through the various sports events conducted.



*Life skill Development Presentation by
Ms. Brindha Jayaraman, Family Therapist,
Trainer, Director of Anchor Self Help
Access (ASHA), Chennai.*



*Motivational Talk by
Ms. Sunitha Ranjan*



Yoga Training

5.1.9 Does the institution have a structured mechanism for career guidance and placement of its students? If 'yes', detail on the services provided to help students identify job opportunities and prepare themselves for interview and the percentage of students selected during campus interviews by different employers (list the employers and the programmes).

- ❖ The Faculty periodically briefs the students on the emerging career opportunities, during class sessions
- ❖ Training and Placement Cell extends its support to the students for their career development and placement
- ❖ Placement officer and faculty coordinators drawn from various departments to form a team
- ❖ External Industry experts are invited to provide career guidelines in Banking, Insurance, Investments, IT Fields
- ❖ Programmes on Communication Development, Technical Aptitude, General Aptitude, Personality Development, Group Discussion, Memory Power, Self Confidence and motivation are conducted on regular basis
- ❖ Placement Cell also provides regular updates on opportunities through announcements
- ❖ The Cell maintains network of contacts with reputed organizations like HCL, Wipro, TCS, CTS, Kotak Mahindra, Blue Lotus, Syntel, etc.

Year	Course	No. of Companies Visited	No. of Students Recruited	No. of Students Recruited in percentage
2014 -15	M.B.A	4	21	55.3
	M.C.A	5	39	54.3
2013-14	M.B.A	5	28	53.8
	M.C.A	7	65	56.1
2012-13	M.B.A	9	54	53.5
	M.C.A	6	60	54.6
2011-12	M.B.A	9	60	57.1
	M.C.A	7	30	58.3

5.1.10 Does the institution have a student grievance redressal cell? If yes, list (if any) the grievances reported and redressed during the last four years.

The Institution has setup an exclusive Grievance Redressal cell (GRC). The GRC comprises of the following members:

S.No.	Name	Position	Category
1	Dr.Latha Natarajan	Member	Professor
2	Dr.S.Dhanalakshmi	Member	Asso. Prof.
3	Mr.T.Krishnakumar	Member	Asso. Prof
4	Dr.Geetha	Doctor	Doctor

In addition 'Suggestion Box' has been set at vantage points. The students use the box to express their grievances.

Few of the grievances addressed are:

S. No.	Grievance of the Students	Remedial Measures
1	Drinking water problems on the ground floor	Resulted in setting up water coolers on each floor
2	Complaint about the college timings	Adjusted the college timing from 9.30 am to 4.30 pm to 9.30 am to 4.00 pm.
3	Monthly Holidays Leave required by Hostel students	Monthly once 3days are given as Holiday for the students where the hostel students are permitted to go to their native place.
4	Complaint about the variety of food available in the canteen and mess	Management immediately responded by changing the Menu to offer greater variety and quality food services to the Students.
5	Internet connection with Wi-Fi facility Requested in hostel	Internet connection with Wi-Fi facility is provided
6	Additional Placement training required for final year students	Placement training has been arranged with external experts.
7	Insufficient of Library Hours	Library timings extended to 6.30pm.

5.1.11 what are the institutional provisions for resolving issues pertaining to sexual harassment?

- ❖ Women Empowerment cell takes care of solving the issues pertaining to sexual harassment. Through this Cell, various awareness camps were arranged to orient women staff and students how to be alert to threats of sexual harassment.
- ❖ Continuous vigilance by college authorities is kept to maintain proper discipline.
- ❖ On report of any incident the Management disciplinary committee takes suitable action.

As a result of these steps there has been no reported incident of sexual harassment in the campus.



Women's Day Celebration by Our Institution to create Women Empowerment awareness among students

5.1.12 Is there an anti-ragging committee? How many instances (if any) have been reported during the last four years and what action has been taken on these?

- ❖ Students are instructed not to indulge in activities of ragging.
- ❖ Every year, a circular in this regard is circulated before the commencement of first year classes.
- ❖ Caution boards are kept at prominent locations of the campus & same is displayed in the notice board.

Anti-Ragging Committee:

S.NO	NAME	POSITION	CATEGORY
1	Dr.A.Somu	Chairman	Principal/Director
2	Mr.S.Eswaramurthi	Member	Police Inspector
3	Ms.T.Chandra	Member	Revenue/ Taluk, Civil/Officers
4	Ms.S.Alamelu Mangai	Member	Official of NGO
5	Ms.I.Vanaja Esther Rani	Member	Representatives of Parents
6	Ms.Sneha P Jacob	Member	Representatives of Students
7	Ms.C.Reshma	Member	Representatives of Students
8	Mr.M.Gokularajakannan	Member	Office Superintendent

In addition, complaints regarding ragging can also be brought to the notice of the following faculty members who assists the above team in preventing ragging.

SNO	NAME	POSITION	CATEGORY
1	Dr.A.Somu	Chairman	Director
2	Mrs.P.Sharmila	Member	HoD/MCA
3	Mr.T.Krishnakumar	Member	Associate Professor
4	Hr.J.Arockia Raj	Member	Associate Professor
5	Dr.S.Dhanalakshmi	Member	Associate Professor
6	Mrs.S.Anitha	Member	Assistant Professor

5.1.13 Does the institution have a registered Alumni Association? If ‘yes’, what are its activities and major contributions for institutional, academic and infrastructure development?

Our Institution has registered Alumnae Association. The association brings together all the Alumnae to share their experiences and to extend their knowledge and provide guidance to their juniors.

All the passed out students of the college are active members of the Alumnae Association.

An Alumnae contributes to the development of the college through,

- ❖ Assistance in Industrial Visits
- ❖ Assistance in Placement
- ❖ Training the students for placement/Project Work/Summer Internship.
- ❖ By providing valuable feedback.

Alumnae Association Member Details:

SNO	NAME	POSITION	CATEGORY
1	Mr.S.Tamilselvan	Convener	Assistant Professor/MCA
2	Mr.S.SenthilKumar	Convener	Assistant Professor/MBA
3	Ms. Neethu Sundaran	Member	Student/MCA
4	Ms.E.Lavanya	Member	Student/MBA
5	Mrs.S.Priyambaigai	Member	Student/MBA

- ❖ Alumnae meetings are conducted every year regularly during April/May.
- ❖ **GURUSISA** – Alumnae association was conducted in Chennai and Bengaluru in the year, 2014.
- ❖ Alumnae are honored with the “BEST ALUMNAE AWARD”



Alumnae Meet at Bengaluru with our Chairman and Faculty members



BEST ALUMNAE AWARD given by our Chairman in Chennai and Bengaluru, Alumnae celebration.



Experience sharing moment by our Alumnae on “Career opportunities and choice of success”

5.1.14 Enumerate the welfare schemes made available to students by the institution

- ❖ Group insurance policy for all students.
- ❖ Scholarships from government and other agencies.
- ❖ Remedial Coaching and Career Counseling.
- ❖ Internet facility and uninterrupted Wi-Fi Connection in the College and hostel.
- ❖ ATM facility
- ❖ Stationeries and Photocopy Facilities are available in the campus.
- ❖ Free Transport Facility.

- ❖ Well- equipped Gymnasium for fitness.
- ❖ NSS programme– Plantation, Campus cleaning, Blood Donation, Old cloth donation to Orphanages.

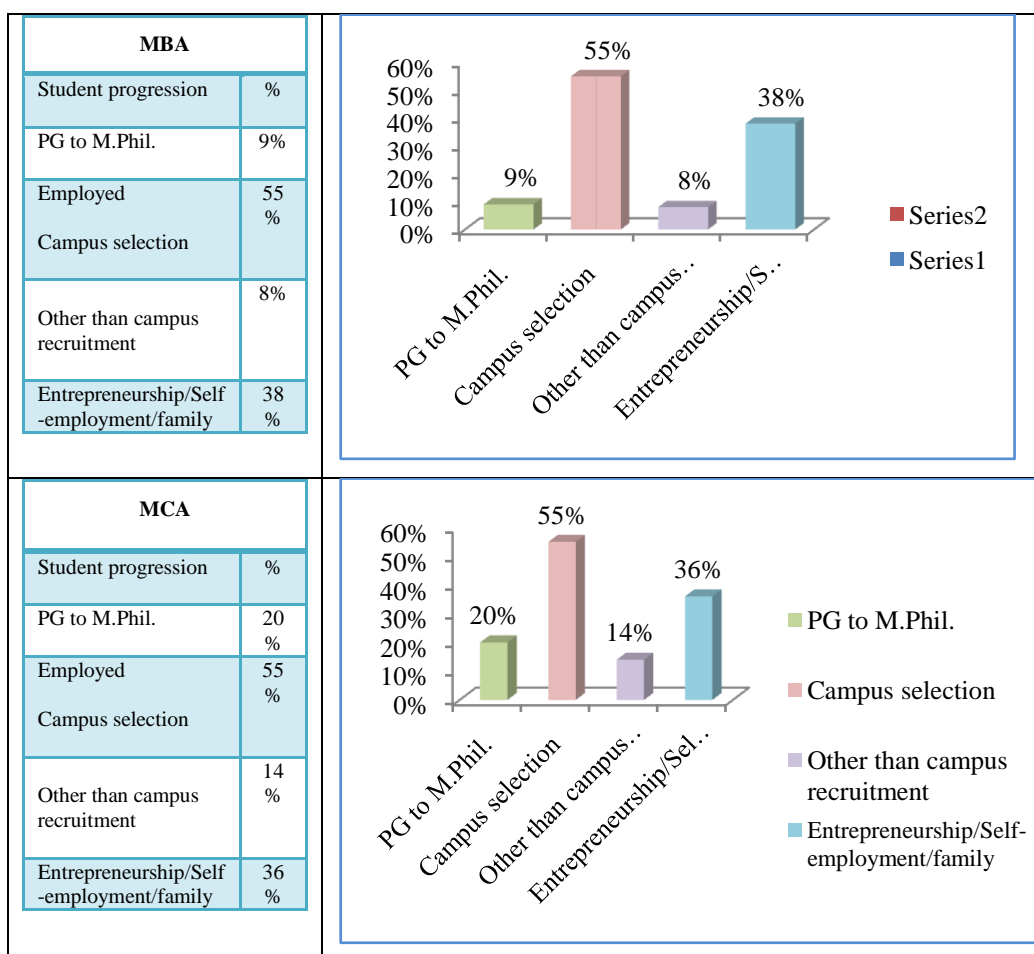
Discipline and Student Welfare Committee Members List:

S.No.	Name	Position	Category
1.	Dr.A. Somu	Director	Convener
2.	Prof. P.Sharmila	HoD /MCA	Joint Convener
3.	Mr. J.Arockia Raj	Asso. Prof / MCA	Member
4.	Dr.P. Prem Delphy	Asso. Prof /MBA	Member
5.	Student Representatives		

5.2 STUDENT PROGRESSION

5.2.1 Providing the percentage of students progressing to higher education or employment (for the last four batches) highlights the trends observed.

Following table provides the details of the students' enrollment for higher studies, placement and taking care of their family business for the past 4 years and the trend is shown in the subsequent graph.



5.2.2 Provide details of the programme wise pass percentage and completion rate for the last four years (cohort wise/batch wise as stipulated by the university)? Furnish programme-wise details in comparison with that of the previous performance of the same institution and that of the Colleges of the affiliating university within the city/district.

S. No	Branch	Students appeared	Students passed	I class with Distinction	I class	Pass Percentage	University Ranks
2013 – 2014							
1	MBA	52	49	01	48	94.23	4
2	MCA	118	115	02	113	97.45	1
2012 – 2013							
1	MBA	101	95	04	91	94.05	6
2	MCA	111	109	25	84	98.19	3
2011 – 2012							
1	MBA	105	104	26	82	99.04	16
2	MCA	52	52	24	28	100	10
2010 – 2011							
1	MBA	61	61	24	37	100	8
2	MCA	115	115	72	43	100	10

5.2.3 How does the institution facilitate student progression to higher level of education and/or towards employment?

Expert lectures normally provide inputs on Career Opportunities & furthering Education. Various training related to placement is being conducted to the students. It includes aptitude tests, online mock tests and G.D.

Placement Related Training offered to Students

2014 - 2015			
Training Programme	Student Participants	No. Of Days	Trainer
Induction Programme	120	17.07.2014 to 31.07.2014	Ulavan M.Thangavelu, MVKM Trust, Namakkal. Prof.K.Balasubramaniam, Creative Management Consultancy, Trichy. Ms.Vijayanthi Jaganathan Soft Skill Trainer, Chennai
Activity Based English for Communication	124	16.10.14 To 18.10.14	Placement Cell, VIETW

2013 – 2014			
Training Programme	Student Participants	No. of Days	Trainer
Campus to Corporate - Soft skill programme	100	21.09.13	Mr.N.Sampath Kumar , Senior Manager Training & Development, Roots Industries India Limited. Coimbatore
Workshop on Communication Skills	90	21.11.2013 to 23.11.2013	Prof.S.RM.Sokkalingam , Chairman, Versatile Business School, Chennai.
Communication Skills, Group Discussion - Soft skill programme	102	4.10.13 & 5.10.13	Ms.Priyasri Anilkumar, India Leader, University Relations, Honeywell, Bangalore.
Student chapter Scheme- MMA	86	22.01.14	Gp.Capt.Mr.R.Vijaykumar , VSM Executive Director, MMA.
One day Workshop about women entrepreneurship	120	24.02.14	Mr.V.Prakesh Manager-marketing Ms.Padmaja , Mentor Madras Management Association Chennai.
Motivation Programme - Soft skill programme	78	28.01.14	Mr. Benjamin Franklin, Mrs.Sunita Rajan and Mr.Arun K Nair , Director, Transmind Consultancy, Chennai
Activity Based English for Communication	90	24.06.13 & 25.06.13	Mr. Alex , Soft Skill Trainer, Placement Cell, VIETW
Communication & Soft Skill Development	119	14.08.13 to 17.08.13	Mr. Alex , Soft Skill Trainer, Placement Cell, VIETW
Technical Session on C, C++ & Java	119	03.09.13 to 08.09.13	Face Academy, 97/49, 5th Street, Padmanabha Nagar, Adayar, Chennai-600020
Personality Development Impact of Yoga and Meditation Worship your Parents	100	24.09.13	Mr.K.Narayanan , Director, Unique Management consultants, Madurai.
Placement Training Technical Session	119	10.10.13 & 11.10.13	Face Academy, 97/49, 5th Street, Padmanabha Nagar, Adayar, Chennai-600020.
Soft Skill & Communication Skill Training	119	16.12.13 to 18.12.13	Dr.S.Veerappan , Professor/Eng, VIETW.

2012 – 2013			
Training Programme	Student Participants	No. Of Days	Trainer
Hands on Training on Integrated Framework- ASP .NET Conducted by ISTE Students Chapter	120	13.12.12	Mr.S.Yogeswaran ,Head SRM Infotech,Tiruchengode
Basics of System Software Utilities & Hardware Troubleshooting.	38	28.12.12 & 29.12.12	Mr.P.Ravikumar ,System Engineer,VCEW
Orientation Program - Library Resource Management	38	06.12.12	Ms. Yasmin Librarian/VIIMS
Basics of Aptitude & Shortcut methods to solve problems	120	23.07.12 to 25.07.12	Mr. E.Rajkumar Mr .S.Rajkumar Mr.V.Giridhar Transtaff solution pvt Ltd, CISIONS Complex, Chennai
Basics of Aptitude & Shortcut methods to solve problems	120	08.08.12 to 11.08.12	Mr.N.Venkatasan Ms. Anitha, Ms . Ayshwarya, Mr.V.Giridhar Mr. Raghunath Mr .Anvesh Transtaff solution Pvt Ltd,CISIONS Complex, Egmore,Chennai.
Soft skill Training Communication Training Group Discussion Interview Tips	120	18.12.12 to 22.12.12	Ms. Kiruthika Ms. Chitra Gunan Mr. Alex Mr. Azar Ms. Meenakshi sad Trans staff Indis Pvt.Ltd, Chennai
Global Placement Opportunities in Game Animation, Game Art & Game Programming & Growth of Global Gaming Industries	120	21.02.13	Ms. S. Sathya Global Operations Manager, Campus Imager College of Film Animation and Digital Arts

5.2.4 Enumerate the special support provided to students who are at risk of failure and drop out?

A defined mechanism is in place to preempt potential students for Failure/Dropouts

- ❖ Counseling Sessions by the Mentors.

- ❖ Remedial measures are arranged for the students who are at risk of failure and drop out.
- ❖ Conducting frequent Counseling by the class advisors / mentors to the students.
- ❖ Discussions with the parents to find out practical difficulties
- ❖ Revision classes are being conducted, to discuss Anna University question Papers.

Year wise Student Strength, Graduates and Dropouts

Branch	2011 – 2012			2012 - 2013			2013 - 2014			2014-15		
	Students Admitted	Graduates	Dropouts	Students Admitted	Graduates	Dropouts	Students Admitted	Graduates	Dropouts	Students Admitted	Graduates	Dropouts
M.B.A.	105	101	4	55	52	3	38	37	1	106	-	4
M.C.A.	119	117	2	38	37	1	36	34	2	102	-	2

5.3 STUDENT PARTICIPATION AND ACTIVITIES

5.3.1 List the range of sports, games, cultural and other extracurricular activities available to students. Provide details of participation and program calendar.

Sports and Games:

- ❖ The Physical Director provides adequate training in the athletics as well as specialized sports and games.
- ❖ Physical Director plans all the events for the academic year which include: Basketball, Volleyball, Badminton, Table Tennis, Tennikoit, Chess, Caroms, Cricket, athletics, long jump and shot-put with the help of student and staff representatives.
- ❖ The Institution has playgrounds as well as indoor recreational facilities. Necessary Sports equipments for these activities are available in the institute.



Inter Collegiate Basket Ball Tournament

Extra / Co-curricular activities:

The departmental clubs provide a platform for students to display their talents through various activities planned ahead of the commencement of the academic year.

- ❖ **Literary Competitions:** Group Discussion, Quiz
- ❖ **Cultural Competitions:** Singing (solo, group), Dance (solo, group, classical, western folk), Poster Presentation, Drama, One act play, Mime, Instrumental Music.
- ❖ **Co-curricular Competitions:** Micro Presentations, Power point presentations, I-Q Test, Make and Market, Share Bazaar.
- ❖ **Other Competitions:** Mehandi, Rangoli, Flower Arrangement, Sketching, Fireless Cooking.

Extra / Co-curricular activities



Mehandi Competition



Management Games



Rangoli Competition



One Minute Show



Fireless Cooking



Dance Presentation

5.3.2 Furnish the details of major student achievements in co-curricular, extracurricular and cultural activities at different levels: University / State / Zonal / National / International, etc. for the previous four years.

Our students have excelled in various sports and cultural events apart from outstanding academic achievements in the last five years.



Ms. C.Bhuvaneshwari in action during the Kabaddi Tamil Nadu State Championship Tournament (District Team)



Recognition for Kabaddi Team winners.

Details of the sports, games and other extra-curricular activities are listed below:

2014 - 2015				
Student Details	Event Description	Event Level (National/ International)	Name of the Institution	Details
M.B.A.				
I MBA students	Business Quiz and Paper presentations	National level management meet	SSM College of Engineering	Participated
I & II MBA students (24 students)	Management Meet	National Level Talent Fest REPOWIS'15	Kongu Engineering College, Erode	Participated
M.C.A.				
Ms.N.Thangam	Workshop on Android	National Level	Kongu Engineering College-Erode	Participated
Ms.S.Gokila Ms.C.Kavitha Ms.S.Nithya Ms.D.Priya Ms.P.Priyanka Ms.V.Ramya Ms.R.Vanitha	Recent trends in .NET Applications	National Level	Narasus's Sarathy Institute of Technology, Salem	Participated
Ms.C.Bhuvaneswari	Kabaddi	Anna University	Sasuri College of Engineering, Tirupur	Selected for Anna University Team
		State Level	Pollachi	-
		Southzone Inter University (Anna University Team)	Kerala	Participated in Anna university Chennai Team
		Tamil Nadu State Championship (Salem District Team)	Kallakurichi	III Place & Selected in Tamil Nadu State Team
		National Senior Championship (Tamil Nadu Team)	Tiruchengode (Tamil Nadu)	Participated in Tamil Nadu state team
		National Level Inter Collegiate	Tirunelveli	II Place
		State Level	Salem	II Place

2013 - 2014				
M.C.A.				
Student Details	Event Description	Event Level (National/International)	Name of the Institution	Details
Ms.B.Kavitha	Bigdata Paper presentation	National Level Symposium	Bannari Amman Institute of Technology	Participated
Ms.V.Karthika	Wibree, Semantic Web Paper	National Level Symposium	Bannari Amman Institute of Technology	Participated

	Presentation			
Ms.K.Kriuthiga	Debugging, Experts	National Level Symposium	Bannari Amman Institute of Technology	Participated
Ms.R.Poorani Sri	Android Development workshop	National level workshop	Kumaraguru College of Engineering	Participated
Ms.M.N.Vidhya	Bigdata Paper presentation	National Level Symposium	Bannari Amman Institute of Technology	Participated
Ms.B.Kavitha	Net Hunt	International Level Technical Symposium	PSG Collge of Technology	I Prize
Ms.K.Subha Ms.T.Boomathi M.Sowmya	Marketing, Quiz, Math Modeling, Short Film	International Level Technical Symposium	PSG Collge of Technology	Participated
Ms.R.Sowmiya Ms.K.Subha R.Sowmya S.Lavanya R.Nandhini	Wibree, Semantic Web Paper Presentation	National Level Symposium	Bannari Amman Institute of Technology	Participated
Ms.B.Gajalakshmi Ms.S.Hemalatha S.Pavithra R.Poorani Sri	Web Designing	National level Technical Symposium	Nandha College of Engineering	Participated
Ms.R.Soundarya	Web Designing	Intra Institutios Technical Symposium	Vivekanandha College of Technology for Women	Participated
Ms.E.Drugadevi	Web Designing	Intra Institutios Technical Symposium	Vivekanandha College of Technology for Women	Participated
Ms.C.Bhuvaneswari	Kabaddi	All India Level	Chennimalai, Erode	III Place
		State Level	Tirunelveli	Selected for Tamil Nadu Team
		Anna University Selection Trails	Tuticorin	Selected for Anna University Team
		CM Trophy, District Selection	Namakkal	I place – Selected for Namakkal District Team
		South National Senior Championship (Tamil Nadu Team)	Hyderabad	III Place & Selected in National Championship
		National Level Inter Collegiate	Tirunelveli	II Place
		State Level	Salem	II Place

2012 - 2013				
Student Details	Event Description	Event Level (National/International)	Name of the Institution	Details
M.C.A.				
Ms.A.RAnkitha Raj	Workshop	National	Chettinad College of Engineering and Technology	Participated
Ms.T.Priyadarshini	Workshop	National		Participated
Ms.R.Manjula Devi	Workshop	National		Participated
Ms.K.Mangalanayaki	Workshop	National		Participated
Ms.S.Saranya	Workshop	National		Participated
Ms.S.Gomathi	Workshop	National		Participated
Ms. K.Saranya	Paper Presentation	National	SNS College of Technology, Coimbatore	Participated
Ms. S. S. Nithya	Paper Presentation	National		Participated
Ms. P. Mythili	Debugging	National		II Prize
Ms. G. Logeswari	Debugging	National		II Prize
Ms.C.Bhuvaneswari	Kabaddi	State	Perunthalaiur, Erode	I Place
		Anna University Selection trails (individual)	Prathyusha Institute of Technology, Chennai.	Selected in Anna University Team
		State	Annogour, Namakkal.	III Place
		Tamil Nadu Team Women's National Selection (individual)	U.P.	-
		State	Modakuruchi, Erode.	III Place
		State	CM Trophy, Chennai.	-
		South Zone Inter University	Manonmaniam Suntharanar University, Tirunelveli.	-
		National	PSN Group of Institutions, Tirunelveli.	III Place
		State	Salem	I Place
		State	Sivakasi	III Place
		State	Erode	II Place
		State	Salem	I Place
2011 - 2012				
Student Details	Event Description	Event Level (National/ International)	Name of the Institution	Award details
M.C.A.				
Ms.M.MadhuShalini R.Archana	Surprise Event	National	Mahendra Engineering College	Won I prize in Surprise Event
Ms.S.Subhadevi	Surprise Event	National	KSR Engineering College	Won I prize in Surprise Event

Ms.N.Kavitha Ms.G.Umamaheswari	Paper Presentation	National	Erode Arts & Science College	Won III prize in Paper Presentation
Ms.R.Keerthana Ms.S. Dhivya	Quiz	National	SSM College of Engineering	Won II prize in Quiz
Ms.T.Dheepika Ms.S.Kokila	Paper Presentation	National	SSM College of Engineering	Won II prize in Paper Presentation
VIIMS STUDENTS	Interzone Cricket Tournament	National	Anna University of Technology , Coimbatore	Secured II Place
MCA STUDENTS	Cricket tournament for women	National	Vedanta Academy,Coimbatore	Participated

5.3.3 How does the college seek and use data and feedback from its graduates and employers, to improve the performance and quality of the institutional provisions?

Student feedback is collected at the end of every semester on the following criteria's.

- ❖ Teaching Delivery and Learning effectiveness
- ❖ Mode of Teaching
- ❖ Faculty performance evaluation in terms of Subject Knowledge, Time Management, Effective Presentation etc.
- ❖ Infrastructure Facilities
- ❖ Suggestions for improvement

Apart from this, **Event-level feedback** also collected, collated and analyzed

- ❖ Professional Skills Development Programmes
- ❖ Technology Enabled IT Initiatives
- ❖ Student Support Services

Feedback from employers is collected through regular interactions and e-mails. The collected feedback is analyzed; the findings from the feedback are taken into consideration for further development of the institution.

5.3.4 How does the college involve and encourage students to publish materials like catalogues, wall magazines, college magazine, and other material? List the publications/ materials brought out by the students during the previous four academic sessions.

“INSPIRE” (college magazine) - Students are encouraged to participate in activities such as preparation of pamphlets for seminars and symposium. Faculty plays a vital role in preparation and editing of such material. Institute makes available all the facilities and material required for the purpose.

- ❖ News Letter published at the end of the academic year clearly showcases the academic activities, enrichment courses conducted, placement details, faculty and student achievements

and the scholarships availed by the students for the current academic year.

5.3.5 Does the college have a Student Council or any similar body? Give details on its selection, constitution, activities and funding.

All the class representatives form the students council of the college. The council meets periodically to discuss various academic and other student related issues. The members take the student grievances to the notice of the Director, academic Coordinator and Heads of the departments plays a pro-active role in preventing ragging and resolving the general disciplinary issues among the students, and also in maintaining the culture and discipline in the campus.

Members of the students' council identify the student volunteers from different classes to form committees to conduct programmes like seminars, guest lectures, Inter collegiate meet and cultural fest etc. They also play an active role in communicating important information to all the students. They actively render their services to various departmental club activities.

The cell, in coordination with the Committee Heads, organizes celebrations / events like Teachers Day, Fresher's Day, Farewell Day, Achievers Day, College Day, Independence Day, Republic Day etc.



Achievers Day Celebrations with Our Placed students



Convocation Day Celebration

5.3.6 Give details of various academic and administrative bodies that have student representatives on them.

Most of the activities of the campus are student centric to give students an opportunity to take up leadership roles, right from planning to organizing, getting sponsorships, and in different academic and administrative activities.

Students are nominated as members of various committees including:

- ❖ Class Committee
- ❖ Placement Co-ordination committee
- ❖ Co-curricular activities committee
- ❖ Departmental Association
- ❖ NSS
- ❖ ISTE Student Chapter
- ❖ MMA Students Chapter

- ❖ Student Welfare Committee
- ❖ Library Advisory Committee
- ❖ Alumnae Association

5.3.7 How does the institution network and collaborate with the Alumni and former faculty of the Institution.

Network with the Alumnae

The members of college administration and the senior faculty of all the departments participate in the Annual Alumnae meetings on invitation and support for the development of the Institution.

Network with the Former Faculty Members

This college maintains good rapport with Faculty Members who left out from our Institution and cherishes their association with this college and they are invited to all the important functions of the college such as Guest Lectures, Workshops, Conferences, etc.

CRITERION VI: GOVERNANCE, LEADERSHIP AND MANAGEMENT

6.1 INSTITUTIONAL VISION AND LEADERSHIP

6.1.1 State the vision and mission of the Institution and enumerate on how the mission statement defines the institution's distinctive characteristics in terms of addressing the needs of the society, the students it seeks to serve, institution's traditions and value orientations, vision for the future, etc.?

Vision:

“Continuously engage in providing Management and Technical Education to Empower Women to be Economically Independent and Socially Responsive”

Mission:

“Employ appropriate Learning Methods with Modern Tools and Techniques to Groom Students into Technically Competent and Ethically Strong, Quality Professionals”

Quality Policy:

“We, at Vivekanandha Institute of Information and Management Studies are committed to deliver Quality Higher Education in a Highly Conducive Learning Environment adopting Innovative Processes that enable the Students to achieve the desired Growth”

- ❖ Implements a well-conceived plan for monitoring the development of the students continuously.
- ❖ Ensures that the student assessment procedures and systems are reliable and valid.
- ❖ The college helps and shapes them carefully with the help of the faculty who counsels them and takes care of them during their study period.
- ❖ Develop and shape multi-talented leadership qualities enabling the students to perform and achieve success in the challenging and exciting environments of national and global forces – economic, political, social and technological. Inputs of contemporary skills and knowledge nurturing the cultural, ethical and societal values through its curricular and co-curricular activities results in individuals who learn to serve and become an asset to the society.

6.1.2 What is the role of top management, Principal and Faculty in design

and implementation of its quality policy and plans?

A well-structured and well defined organizational structure has been put in place to achieve the quality. The functional specializations have been evolving continuously over the period depending upon the needs for organizational development and new functional areas are being added up at appropriate times.

All the policies and plans of the institute are effectively implemented with the approval of the Board of Management.

Board of Management

- ❖ The aim of the Board of Management is at providing education to the aspirants so that they gain employment or become self-employed or entrepreneurs or professional.
- ❖ A meeting is convened once in a year to discuss the functions of the institute where academic plan will be approved. The issues of the institute will be discussed and recommendations will be carried out.
- ❖ The quality policy is monitored by the Board of management
- ❖ All financial matters to provide the budget allocation to new building structure, up gradation of infrastructure are taken care of by the Board of management.

ROLE OF THE DIRECTOR

In VIIMS structure the role of the Principal is played by the Director, he

- ❖ Is the Chairman of various academic and administrative committees
- ❖ Serves as a bridge for the management and the institution
- ❖ Conveys the steps to be taken to implement the quality policy and provides the guidelines about the policy making
- ❖ Is the key role in the institution. He transfers the policy into action
- ❖ Monitors the proper implementation and reviews the areas that need to be improved further and places suggestion to the Management
- ❖ Involves in annual action plan and approves it
- ❖ Recommends the new initiatives
- ❖ Is completely involved in all the decision making process and takes appropriate decisions for carrying out all the curricular, co-curricular and extra-curricular activities of the institute

Faculty role

- ❖ The faculty works closely with the IQAC for the implementation of the quality policies.

- ❖ Faculty provide meaningful feedback

6.1.3 What is the involvement of the leadership in Ensuring?

- Policy statements and action plans and fulfillment of stated mission
- Formulation of action plans for all operations and incorporation of the same into the institutional strategic plan
- Interaction with stakeholders
- Proper support for policy and planning through need analysis, research inputs and consultation with the stakeholders
- Reinforcing the culture of excellence
- Champion organizational change

- ❖ The management system followed in the institution ensures the development from policy making to evaluation of the policy.
- ❖ The periodical reviews and auditing have been done now and then to ensure the implementation
- ❖ It takes all the necessary initiatives with the necessary financial support whenever and wherever needed.
- ❖ IQAC maintains the quality of Institution and reports to the leadership periodically.

Interaction with stakeholders:

An orientation programme is held at the beginning of the every academic year. A member from the leadership team ensures their presence and brief them on the institutional values, cultural practices, ethical measures, the importance of education and career and the also advices fresher's to utilize the maximum, where the parents are also present.

Staff:

Regular meetings are held by the Chairman for teaching and non-teaching to review the functioning of the institute for both curricular progress and office work.

6.1.4 What are the procedures adopted by the institution to monitor and evaluate policies and plans of the institution for effective implementation and improvement from time to time?

The institution has different cells and committees to oversee the overall functioning of the institute. These committees and cells regularly meet and discuss the issues for the implementation of the policy and plans. The following committees play a key role in the institution

1. Research Committee
2. Training & Placement
3. Library Advisory Committee

4. Library purchase Committee
5. Grievance Redressal Committee
6. Disciplinary Committee
7. Anti-Ragging Committee
8. Student Welfare Committee

6.1.5 Give details of the academic leadership provided to the faculty by the top management?

The leadership addresses the faculty to impress upon the values, cultures and commitments needed for the institution. The faculty members are allowed to approach the top management to present their innovative ideas to academics.

6.1.6 How does the college groom leadership at various levels?

The leadership is groomed at various levels such as,

- ❖ Opportunity creation
- ❖ Empowerment delegation
- ❖ Guidance

Our institute practices collective leadership where most of the tasks are delegated at various levels. Appropriate guidance is also provided. The organizational process has periodic reporting that ensures the smooth operations. Also the faculties are entrusted with special tasks at institute levels which tap the potential in planning and delivering independently.

6.1.7 How does the college delegate authority and provide operational autonomy to the departments / units of the institution and work towards decentralized governance system?

- ❖ The Board of Management gives power to the Director in monitoring the institute functioning besides the power to Adhoc decision in the betterment of the institution at the need basis.
- ❖ The Heads of the department decentralize their power by delegating authority to the staff of the department like preparation of time table, preparing the list of books to be purchased, planning and arranging for the association meetings and seminars and deputing the faculty as members of various committees of the college.
- ❖ The faculty has facility to give suggestions and implement the innovative idea that is in line with from the vision and mission of the institution.

6.1.8 Does the college promote a culture of participative management? If 'yes', indicate the levels of participative management.

Strategic level:

The Board of management includes the Director for policy decision.

Policy and planning level:

The Director and HoD discusses the planning activity.

Operational level:

As a practice the Faculty agrees with the high level operating plans with the HoD and produces the detailed operational plans and gets the approval of the HoD.

6.2 STRATEGY DEVELOPMENT AND DEPLOYMENT

6.2.1 Does the Institution have a formally stated quality policy? How is it developed, driven, deployed and reviewed?

Yes. The institution has a formally stated quality policy.

Developed

The quality policy is drafted by the Director and the HoD based on the reports and feedbacks from cells and committees in line with the Vision and Mission of the institute. The draft is reviewed and approved.

Driven

The quality policy is driven by the top management. The IQAC expands the quality policy and makes it deployable.

Deployed

The Director and the heads of the department own the deployment. They use the services of IQAC to particulate it down the stream.

Reviewed

The quality policy implementation is tracked by the IQAC and periodic reports are submitted for review. The necessary action is planned to address the non-compliances issue.

6.2.2 Does the Institute have a perspective plan for development? If so, give the aspects considered for inclusion in the plan.

Yes, the institute has a perspective plan for development. Every year the academic plan is prepared and gets approved from the Board of management. The academic plan is prepared by the Director and the HoDs. In addition to this, the academic calendar which includes all details regarding the academic activities will be distributed to all students.

The institution has a perspective plans which are considered in the following aspects,

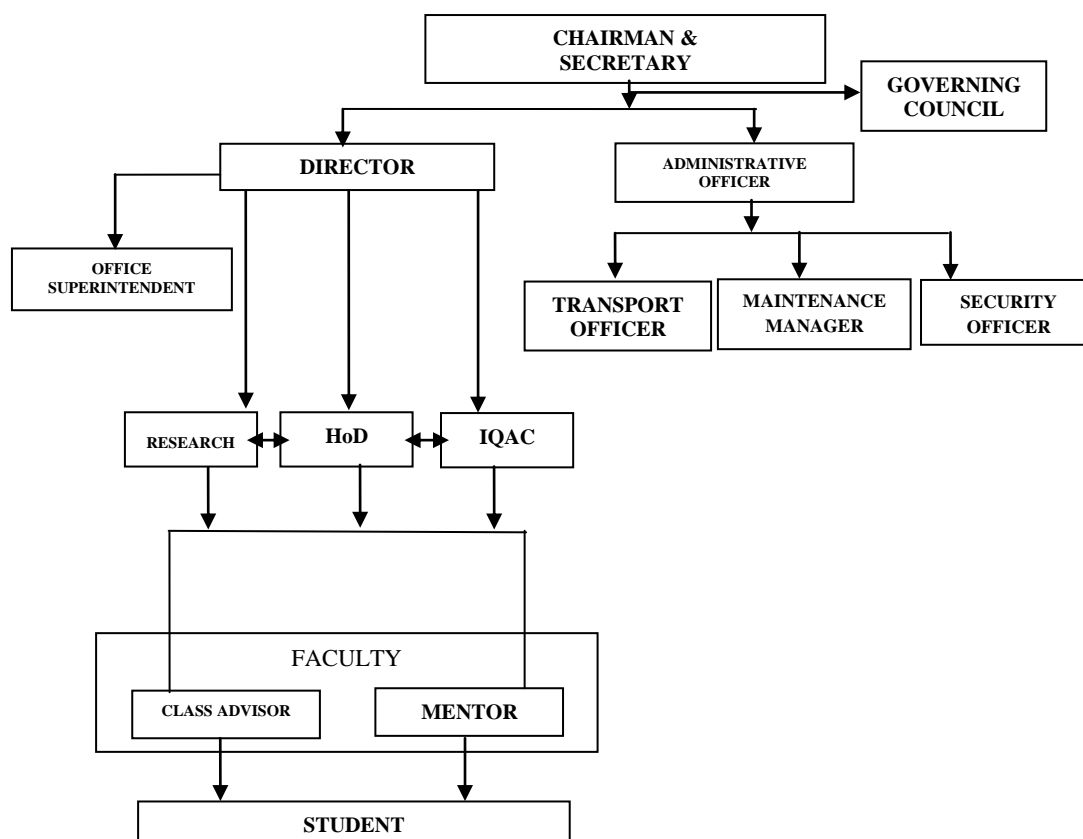
- ❖ Conducting Bridge course and Orientation programme for our I-year by the industry experts.

- ❖ Implementing a smart class room environment in all class rooms.
- ❖ Conducting programmes sponsored by ISTE/ CSIR/ ICMR/ MMA/ AICTE
- ❖ Enhancing research facilities in MBA and MCA departments.
- ❖ Expanding social service schemes.
- ❖ Organizing industrial visit and outbound training.

6.2.3 Describe the internal organizational structure and decision making processes.

VIIMS organization and decision making strategies are shown below

Organization Structure



6.2.4 Give a broad description of the quality improvement strategies of the institution for each of the following

Teaching & Learning

- ❖ Enroll faculty from successful / leading educational institutions and industries.
- ❖ Assign a senior faculty as mentor to groom junior faculty.

Research & Development

- ❖ Invite industry experts to interact with faculty and students through guest lectures, seminar and conferences.
- ❖ Depute student and faculty to external seminars and conferences to gain knowledge in latest technology trends.
- ❖ Tie-up with industry organization to set up research centers within campus.

Community Engagement

- ❖ The students are sent on data collections and field visits etc.
- ❖ Trade fair is organized with the support of district administration
- ❖ Active involvement in NSS

Human Resource Management

This is achieved through

- ❖ Well-defined recruitment policy based on merit of the applicant within the general frame-work of the Government/AICTE norms
- ❖ Providing a better teaching-learning environment in the institution
- ❖ Conducting staff development programs for Faculty Members.
- ❖ Providing on duty to the faculty to attend seminars, symposia, Workshops, invited lectures and research activities and by reimbursing the registration fee.
- ❖ Encouraging faculty members to attend leadership training programmes within the country and abroad
- ❖ Optimize faculty utilization through meticulous planning to minimize the team size
- ❖ Utilize the services of the researchers to backup us faculty

Interaction with Industry

The institution is always insisted upon career development of the students. This can be achieved by establishing a good relationship with industry.

- ❖ Offering training prorgammes by experts from industry to know the practical environment on industry.
- ❖ Arranging Industrial visits, In-plant Training, outbound Training and Intern-ship Programmes to the students, for getting real-time exposure.
- ❖ Collaborating with the industry for R & D Projects and Consultancy works.

- ❖ Conducting seminars for creating entrepreneurs.
- ❖ Conducting training programme through Training and Placement Cell to all students from first semester onwards during last hours of everyday.
- ❖ MoU with CODISSIA and other corporate. It is also a member of Madras Management Association - MMA (Chennai), Confederation of Indian Industry - CII (Coimbatore)

6.2.5 How does the Head of the institution ensure that adequate information (from feedback and personal contacts etc.) is available for the top management and the stakeholders, to review the activities of the institution?

Suggestion box system is followed in the institution. All the suggestions are directly viewed by the Chairman. The periodic reporting of the Director to the top management covers items such as achievement, failures and issues.

The letters in suggestion box is directly sent to Chairman's grievance Cell. Staff members and HoD can freely give their feedback at the Director meetings apart from the regular feedback system.

6.2.6 How does the management encourage and support involvement of the staff in improving the effectiveness and efficiency of the institutional processes?

- ❖ Department level issues are discussed in the internal meetings. Items requiring "process improvement" are communicated to the IQAC along with suggestion.
- ❖ Bottlenecks identified process with security threats and process improvement suggestions also communicated through IQAC.

6.2.7 Enumerate the resolutions made by the Management Council in the last year and the status of implementation of such resolutions.

At VIIMS, Board of Management plays the role of management council. The Board provides directives to take on various matters to the Director for implementation.

The following resolutions made by the Management Council in the last year and the details are as follows:

Resolutions made by the Board of Management

S. No	Resolution made by the Management Council	Status of Implementation
1	Institute encourages MoU with leading Companies	MoU's are signed with leading companies

2	Faculty and Students may submit R&D proposals to get fund internally or externally.	Various R&D funding proposals have been applied to different kinds of funding agencies.
3	Faculty may go for higher studies.	Faculty members are currently pursuing Ph.D. in Part Time basis.
4	Providing various training programme like soft skills, Interview Techniques on regular basis.	HoDs and Faculty members are also involved in placement and training activities in association with Training and Placement Cell on regular basis.

6.2.8 Does the affiliating university make a provision for according the status of autonomy to an affiliated institution? If “yes”, what are the efforts made by the institution in obtaining autonomy?

However, our Institute is a young organization and would like to groom significantly before opting for autonomous status.

6.2.9 How does the Institution ensure that grievances / complaints are promptly attended to and resolved effectively? Is there a mechanism to analyze the nature of grievances for promoting better stakeholder relationship?

- ❖ The Suggestions Boxes are placed in all the important places inside the Campus.
- ❖ The Complaints or grievances registered by Students / Staff / Parents through the Suggestion boxes are periodically monitored and redressed.
- ❖ If it is a personal or persons-based complaint, the initial enquiry is usually made by the respective committee members with the persons who are all involved in the events / Compliances.
- ❖ Appropriate action is taken to redress the grievances.

Some of the complaints received through suggestion boxes and action taken for the same are presented in the following table.

Particulars of Grievances and Action Taken

S.No	Grievances	Action Taken
1	The Bus Routes extension to deep Rural areas also.	The Bus Routes are extended according the request to the specific areas mentioned in the suggestion
2	Pick & Drop request by the Hostel Students during Holidays from	Immediate action has been taken.

	Railway station and native place	
3	Special buses are operated during holidays for the outstation students staying in hostel.	Buses are arranged to pick & drop the hostel students.

6.2.10 During the last four years, had there been any instances of court cases filed by and against the institute? Provide details on the issues and decisions of the courts on these?

No. There were no instances of court cases filed by and against the institute.

6.2.11 Does the Institution have a mechanism for analyzing student feedback on institutional performance? If “yes”, what was the outcome and response of the institution to such an effort?

Yes. Student feedback is collected at the end of every semester covering the entire teaching process, infra, students support services.

- ❖ Formal feedback is collected from other college students during inter-college functions about the function, infrastructure facilities etc.
- ❖ The collected feedback is analyzed and is forwarded to the Director. Remedial measures would be carried out based on the suggestion.

6.3. FACULTY EMPOWERMENT STRATEGIES

6.3.1 What are the efforts made by the institution to enhance the professional development of its teaching and non teaching staff?

The institution supports the teaching and non teaching staff to enhance professional development by:

- ❖ Providing Internet & Wi-Fi facility
- ❖ Providing OD to faculty for writing their course work, attending seminars/ Workshops/ Conferences.
- ❖ Encouraging faculty members to associate with State, National and International professional bodies.
- ❖ Providing latest study materials including e-Journals to the faculty members through the central library.
- ❖ Encouraging participation of faculty in Orientation Programmes, Refresher Courses, Seminars, Workshops and Conferences.
- ❖ Non teaching staffs are given need based training.
- ❖ Faculty members are advised to present their Research Papers in Seminars and Conferences

- ❖ All the members are encouraged to pursue the higher studies and to register their Ph.D.,
- ❖ Facilitating institutional learning resource for effective curriculum transaction.
- ❖ Multi-factorial transaction involving teachers, students, learning resources, training centers, institutional links and academic management.
- ❖ Faculties are invited from other colleges to participate in many programmes conducted by our Institution, to enhance relationship between the faculties which improves the development in their profession
- ❖ Faculties are encouraged to have academic linkages, research projects and personal and academic developments through FDPs and Orientation programmes.
- ❖ Consultancy and extension activities are also encouraged.

6.3.2. What are the strategies adopted by the institution for faculty empowerment through training, retaining and motivating the employees for the roles and responsibility they perform?

The institution is adopting many strategies for the faculty empowerment through training, retaining and motivating the staff members such as:

- ❖ Faculty members are encouraged to attend various training programmes conducted by other colleges and industries for gaining knowledge for enhancing their teaching methodologies and practical skills for the purpose of students and their career.
- ❖ Research scholars are allowed to utilize the institute facilities like library, E-journals, Internet, laboratory equipments and all other facilities available in the institute.
- ❖ Faculties are motivated to present papers and publish the papers on the particular domain. The registration fee is barred by the management for either presenting the paper or attending the conferences.
- ❖ They are also encouraged to send a proposal to various funding agencies to obtain grants and funds for organizing programmes and implementing their research / innovative projects.

6.3.3. Provide details on the performance appraisal system of the staff to evaluate and ensure that information on multiple activities is appropriately captured and considered or better appraisal.

- ❖ The staff members carry out a self appraisal and submit the same for joint review with the HoD.
- ❖ Disagreements will be logged in the form itself
- ❖ Post joint review forms are sent to the Director along with the recommendation of HoD

- ❖ The Staff members are encouraged to collect feedback on their noncore activities from appropriate members and presenting it the appraisal form.
- ❖ This ensures fairness of equitability in the appraisal process.

6.3.4 What is the outcome of the review of the performance appraisal reports by the management and the major decisions taken? How are they communicated to the appropriate stakeholders?

- ❖ The Collated appraisal reports along with the department recommendations are collectively reviewed by the management and enhance the resultant outcomes. These outcomes may have any of the following effect/action,
 - Progression
 - Awards and rewards
 - Incentives
 - Role changes
 - Counseling
 - Retrenchments/Pink slips
- ❖ The Positive outcomes are communicated by HoDs at the department gatherings.
- ❖ The Negative outcomes are communicated 1-on-1 indoors

6.3.5 What are the welfare schemes available for teaching and non teaching staff? What percentage of staff have availed the benefit of such schemes in the last four years?

- ❖ Outstation Staff member are provided with free hostel facility with food and accommodation.
- ❖ Free Transportation is provided for both Teaching & Non-teaching Members.
- ❖ Staff is given on-duty to enable them to attend evaluation, seminar & conferences and for Ph.D. scholars to meet their guide for a discussion about the progress of their research work.
- ❖ Subsidized Medical Treatment is provided to the staff in the multispecialty hospital run by our Trust.
- ❖ Maternity, Medical and Marriage leave are provided to the faculty
- ❖ The children of both teaching and non-teaching staff are given education in the group of institutions of with a subsidized fee. Other Benefits are,
 - ✓ Provident fund
 - ✓ Insurance for staff
 - ✓ Yoga programs
 - ✓ Recreational tour
 - ✓ Sports

6.3.6 What are the measures taken by the institution for attracting and retaining eminent faculties?

- ❖ Competitive compensation packages
- ❖ Special incentives for Ph.D. holders and for publications. Encouragement is given to attend overseas educational programs and present papers
- ❖ Recognitions in the form of Rewards/Certificates during Annual day function.
- ❖ Skill development workshops have also been organized for the benefit of the staff.
- ❖ Good infrastructure facilities like library, free internet, and reprography for professional growth
- ❖ Provide professional and friendly atmosphere that ensures professional growth and provides Professional-Personal balance.

6.4 FINANCIAL MANAGEMENT AND RESOURCE MOBILIZATION

6.4.1 What is the institutional mechanism to monitor effective and efficient use of available financial resources?

VIIMS practices most of the best practices recommended in as standard financial disciplines.

- ❖ Efficient Accounting software in use to capture, manage and report complete accounting transactions, thereby making the system foolproof against frauds, siphoning etc.,

Source of funds

VIIMS Generated funds from following means

- ❖ Revenue through tuition fees, consultancy services, Aids, Donations, Awards etc.,
- ❖ Bridging funds provided by Angammal Educational Trust.
- ❖ Loans and Short term borrowings from financial institutions

Uses of Funds/ Fund Management

- ❖ A detailed annual budgeting exercise is carried out at every level of the organizations.
- ❖ These details are collated and a proposal is submitted to top management for approval.
- ❖ Based on the budgetary allocation, departments plan their operations/expenses.
- ❖ All financial transactions are carried out with signoff at appropriate levels and are captured and tracked in the computerized accounting systems.
- ❖ The financial strategy and the financial practices are reviewed/ audited periodically.

6.4.2 What are the institutional mechanisms for internal and external audit? When was the last audit done and what are the major audit objections? Provide the details on compliance.

- ❖ The accounts of the Trust are audited by the external auditors once a year by Chartered Accountants. The systems and procedures are governing aspects including verification of receipts and payments are conducted by the internal auditors.
- ❖ The last external audit was conducted in 2014.

6.4.3 What are the major sources of institutional receipts / funding and how is the deficit managed? Provide audited income and expenditure statement of academic and administrative activities of the previous four years and the reserve fund/Corpus available Institution, if any.

- ❖ The major source of income is the tuition fee collected from the students. Though it is not sufficient the trust manages the deficit from other sources from the trust.
- ❖ The institute maintains ₹30,00,000/- as corpus fund in a nationalized bank.
- ❖ Audited Income & Expenditure statement is enclosed

6.4.4 Give details on the efforts made by the institution in securing additional funding and the utilization of the same if any.

The Institution has been mobilizing the following funds from different Sources to conduct various programme in our institute for the past five years.

Funds Generated by the MBA Department

S. No	Name of the Agency/ Scheme	Programme/ Research Project Title	Amount Sanctioned ₹
1.	AICTE – SDP (2011)	Managing Disaster in the Globalised Era	7,00,000
2.	AICTE – MODROBS(2011)	SAP Business Laboratory	7,00,000
3.	AICTE – SDP (2012)	Financial System in Emerging Economics	5,00,000
4.	AICTE - SDP	Corporate Governance- Global Issues and Challenges	7,00,000

Projects in progress

S. No	Name of the Agency/ Scheme	Programme/ Research Project Title	Fund received ₹
1.	AICTE -RPS	A Study on the Status of Tribal Women in Kolli Hills	2,25,000

Funds generated by the MCA department

S. No	Name of the Agency/ Scheme	Programme/ Research Project Title	Amount Sanctioned in ₹
1	Anna University of Technology, Coimbatore	Faculty Development Programme – Middleware Technologies	50,000
2	AICTE	Trends and Challenges in Computational Research	1,50,000
3	CSIR	Emerging Trends & Challenges of Pervasive Computing in Sensor Network Applications	40,000
4	ICMR	Data Mining Applications in Medical Informatics	25,000
5	AICTE	Emerging Architecture, Technology & Security Issues on Wireless Communication Network	1,00,000
6	CSIR	Emerging Trends & Challenges in Wireless Technologies	50,000
7	TSCST & NCSTS	Security Based Best Practices in E-Governance Applications	20 ,000
8	CSIR	Advances in Intelligent and Optimized Computing Paradigm	25,000
9	ISTE	Software Project Design and Development	10,000
10	AICTE	Green and Optimized Technology in Cloud Computing	1,20,000

The Lists show the details of fund generated through consultancy Services

S.No	Company	Nature of Consultancy	Amount in Rs.
1	Roots Industries, Coimbatore	Marketing of industrial goods	1,20,000

2	Icenet Pvt Ltd., Namakkal	Internet Services in Namakkal & Erode	90,000
3	AET, Tiruchengodu	Automation of Accounting System	60,000
4	The Crafts Council of India, Chennai	Craft Economics & Impacy Study	25,180

6.5 INTERNAL QUALITY ASSURANCE SYSTEM (IQAS)

6.5.1 Internal Quality Assurance Cell (IQAC)

Identifying the needs for Internal Quality Assurance (IQA), the Institute has setup IQAC recently in December 2014. This cell is engaged in the initial and preparatory phase and is expected to be fully operational from this academic year.

The following are the primary functions of IQAC,

- ❖ Lead the quality initiative across the organization
- ❖ Propagate quality awareness and get acceptance at every level
- ❖ Define, document and publish quality norms, processes, procedures, metrics etc
- ❖ Own implementation and monitoring of quality process
- ❖ Helps the departments to harness quality metrics for efficient measuring and analysis to achieve “Teaching-Learning” effectiveness.
- ❖ Analysis data captured across the institute and report findings, recommendations and suggestion to the Director
- ❖ Initiate appropriate steps to quality accreditation to the Institute
- ❖ Evangelize quality culture across the organization.

The following steps are adopted by IQAC to become fully functional

- ❖ Create quality awareness at all levels within the organization
- ❖ Work closely with the management, Department Heads and Operations to formulate the policies, procedures, guidelines, templates and others.
- ❖ Come up with draft version of quality manual and get it reviewed at different levels (using presentations, workshop etc)
- ❖ Based on the feedback and recommendations incorporate necessary changes and finalize/publish the quality manual with operating process and procedures for the institute.
- ❖ Work closely with the Director and HoDs to implement the agreed process by providing require training and Hand Holding and by adapting step by step approach.

- ❖ Post-Implementation start the monitoring and supporting process.

a. Has the institution established an Internal Quality Assurance Cell (IQAC)? If 'yes', what is the institutional policy with regard to quality assurance and how has it contributed in institutionalizing the quality assurance processes?

Yes. The Institution has setup an IQAC recently in December 2014. It is expected to become fully operational by this academic year. The IQAC has been mandated to formulate the quality policy and institutionalizing the quality assurance processes

b. How many decisions of the IQAC have been approved by the management/ authorities for implementation and how many of them were actually implemented?

Even though the IQAC is not fully operational, the departments are seeking recommendations and suggestions informally from the IQAC. So far no major recommendations have been received by the IQAC.

c. Does the IQAC have external members on its committee? If so, mention any significant contribution made by them.

Yes, the IQAC has each of management representative, Alumnae, community representative, industrialist and an external expert.

The following are the contribution expected once the IQAC get fully operational,

- ❖ To collect constant feedback from the perusing students, community stake holders and alumnae on teaching, learning and evaluation pattern.
- ❖ To conduct frequent evaluation of teaching and learning process in a transparent manner and to communicate through training and workshops to students and staff.
- ❖ To monitor and control admission systems, student record keeping, purchasing system, library in the administrative area.

The composition of IQAC

S.No	Member Role	Name of the Member	Designation
1	Chair Person	Dr.A.Somu	Head of the Institution
2	Management Representatives	Mr.M.Chokkalingam	Administrative Officer, Vivekanandha Educational Institution
3	IQAC Coordinator	Dr.M.Latha Natarajan	Professor/MBA

4	IQAC Members	Dr.P.Kamaraj	Professor/ MBA
5		Prof. P.Sharmila	Professor/MCA
6		Dr.P.Prem Delphy	Associate Professor/MCA
7	Nominees from Alumnae	Ms. S. Priyambigai	Alumnae
8	Expert from the Industry	Mr. N. Raveendran	Enterprise-wide Solutions, Sakthi Finance Ltd./ABT Industries Ltd.,
9	Members from other Institution	Dr. Arunkumar Thangavalu	Professor, School of Computing Sciences & Engineering, Vellore Institute of Technology, Vellore, Tamil Nadu.

d. How do students and alumni contribute to the effective functioning of the IQAC?

Alumnae play a major role to ensure that the students of the institute are well placed in the reputed organization and some of the entrepreneurs absorb the students in their own concern. The following are the contribution expected once the IQAC get fully operational

- ❖ To scrutinize all feedbacks from the students and Alumnae.
- ❖ To be continuously in touch with the Alumnae and students and share the requirements of the students which will be addressed properly.
- ❖ To give proper input to the Placement Officer and arrange for necessary training and mock interviews.
- ❖ To bring new methods of improving the employability.

e. How does the IQAC communicate and engage staff from different constituents of the institution?

- ❖ IQAC is in the process of declaring their communicating module for their interactions with different constituents of the institution

6.5.2 Does the institution have an integrated framework for Quality assurance of the academic and administrative activities? If 'yes', give details on its operationalisation.

The Frame work is expected to be finalized soon; roughly the components as under:

1) Administrative part

The Management, Secretary, Director and IQAC coordinator meet at regular intervals to discuss the administration of the institute. All the decisions are approved by the management based on the suggestions of the Director and the reports from various committees.

2) Academic part

To review the Academic activities, the Board of Management meeting is conducted once in a year. Other than that, Director meets HoDs of all departments to discuss the academic activities and improvements.

3) Research Centre

The Director meets the HoDs at regular intervals and advises them to involve themselves in research activities. Sometimes these meetings take place in the presence of Experts who come as resource persons to our institute. In the staff meetings, Director often advises the staff to submit proposals.

4) Subject Areas

Subject areas are modified and chosen as per the recent trends of the society. It is enriched by reading more number of books, journals, and new policies of government. Application and skill orientated syllabus is framed for the students to make them employable.

6.5.3 Does the institution provide training to its staff for effective implementation of the Quality assurance procedures? If 'yes', give details enumerating its impact.

IQAC will be driving training to its staff with active support of the institute. This training module is integrated into all other training programs with suitable editing.

6.5.4 Does the institution undertake Academic Audit or other external review of the academic provisions? If 'yes', how are the outcomes used to improve the institutional activities?

Yes. Academic audits are carried out periodically by the institute. The recommendations and suggestions from the academic audit are reviewed and taken into consideration to further improve the institutional activities.

6.5.5 How is the internal quality assurance mechanisms aligned with the requirements of the relevant external quality assurance agencies/regulatory authorities?

- ❖ The Institution is approved by AICTE, New Delhi and Affiliated by Anna University is following all the norms as per Anna University.

- ❖ While setting up internal quality mechanism, IQAC is expected to align with the compliance norms of external agencies as required.

6.5.6 What institutional mechanisms are in place to continuously review the teaching learning process? Give details of its structure, methodologies of operations and outcome?

- ❖ HoD allots the subjects to the faculty as per their specialization.
- ❖ The faculty is requested to submit the Lesson Plan and notes of lesson for 3 units before the commencement of the semester and this will be verified by the HoD.
- ❖ Senior faculty members are asked to review the teaching of junior faculty members.
- ❖ Internal Assessment Test, Assignments, seminars are a part of the timetable and parent teacher meetings, Class counseling and Class Committee meetings are the measures in practice to review the teaching learning process.

6.5.7 How does the institution communicate its quality assurance policies, mechanisms and outcomes to the various internal and external stakeholders?

The Quality Assurance (QA) policies are formulated in consultation with the top management of the institution. IQAC owns the responsibility for effective communication of the QA policy to internal and external stakeholders.

This may be carried out through,

- ❖ Student Alumnae Meeting
- ❖ Student Council & Grievances Meeting
- ❖ Website updated quite frequently (www.viims.ac.in)
- ❖ Annual newsletters
- ❖ Periodic Training Programs.

CRITERION VII: INNOVATIONS AND BEST PRACTICES

7.1 ENVIRONMENT CONSCIOUSNESS

7.1.1 Does the Institute conduct a Green Audit of its campus and facilities?

Yes, The Institute has been conducting a green audit of its campus and facility. Many initiatives are taken by the management to inculcate the eco-friendly culture among the student community. Repeated instructions are issued from the management to avoid the use of plastics and also blowing horn is strictly prohibited inside the campus. More number of trees has been planted along the path ways in the campus.

7.1.2 What are the initiatives taken by the college to make the campus eco-friendly?

Energy conservation:

Students and staff members are briefed about the importance of energy conservation. Lights and fans are switched off when not required. Air-conditioners are used only at essential time and places. The CFL bulbs and LED bulbs are used wherever necessary

Use of renewable energy:

The institution uses the Solar Power in the hostels for water heating purposes.

Water harvesting:

All the buildings are provided with Rain water harvesting facility to help in maintaining and improving the water table and due to this there has been a marginal improvement in the quality of the ground water in the campus.

Plantation:

The open area is covered with trees and lawns as suggested by Environmental Studies.

Efforts for Carbon neutrality:

The institute has taken up certain preventive measures to check the emission of carbon-dioxide. The dead leaves and the waste papers are not allowed to be put on fire. The leaves are buried in the soil itself and the papers are disposed off.

Hazardous waste management:

There is no hazardous waste material produced in the institute. Food wastes are being diverted for animal feeding.

E-waste management:

The institution practices effective e-waste management techniques by disposing off the e-junk in the prescribed manner.

7.2 INNOVATIONS

7.2.1 Give details of innovations introduced during the last four years which have created a positive impact on the functioning of the college.

❖ Students role in assuring quality of education imparted by the Institution

- Student's representation is ensured in the bodies having student support activity like class committee, hostel committee, cultural and sports committee.
- The institute has many professional bodies and value added course centers such as MMA students chapter, ISTE ,D²RC, E-Logic, EeZe and Vetri IAS academy
- Students interact with industries and undergo in-plant training and do their project works.
- Department invites eminent scholars, academicians and industrialists for guest lectures.
- Department associations conducting symposia, conferences and guest lectures
- Feedbacks are periodically collected from the student on teacher's performance, infrastructure and support services to identify the problems and necessary actions.
- Class committee meetings are conducted regularly to ensure corrective measures in academic matter.
- College Bazaar: Every year, Trade fair is conducted along with the Namakkal district administration, through the Mahalir Thittam department, College bazaar, an exhibition of self-help group products, has become a powerful tool for the groups to expand their market base. The self help group had adopted the latest marketing strategies, improved quality of products, packing method and product design, as recommended by MBA students

❖ The Institute has taken up the following initiatives to promote best practices in innovation and to ensure that they are internalized

- Setting up of a Feedback Evaluation such as Department reviews to carry out proper and timely analysis of feedback obtained from different stakeholders so that the information can be used in institutional decision-making
- Planning of Curricular Calendar Maps to achieve greater integration of instruction and make lesson planning more effective.

- Providing audio-visual equipment to help create a richer classroom environment.
- Introduction of teacher-led students projects to create an interest in research among students.
- Encouragement to faculty research by supporting presentation of papers at seminar and conferences.
- Providing financial support to students from economically disadvantaged sections to facilitate their completion of studies.
- Conduction of placement Activity hour to enhance students to become Industry ready.
- To ensure that the best practices are internalized, the Institute makes adequate budgetary provisions, for their support and has committees to oversee implementation.

❖ **The Institution has added value to quality enhancement of students through adoption of the following measures**

- Use of multimedia learning resources and learning strategies like student seminar, discussion, collaborative learning and interdisciplinary teaching to create a rich classroom environment.
- Setting up student-activity groups to enable students to engage in activities which contribute to a holistic education out bound training
- Supporting students study and recreational tours helping them to gain exposure
- Providing opportunities for students to interact with community leaders, professional and other role models to develop a positive attitude.
- Involving students in the College extension activities (Blood camp) to promote in them an attitude of service.
- Conduction of VSET (Vivekanandha Scholarship Eligibility Test) to promote and motivate the meritorious women students through scholarships
- Encouraging students to contribute to the research journals IMRR and IJACA

❖ **The following strategies have been adopted by the institute to promote overall development of the students from rural / tribal background.**

- Personal counseling by the faculty
- Tutorial / remedial classes for Computer literacy
- Improvement of communication skills through language lab.

- Personality development programmes.
- Soft skill development programmes.
- ❖ **The key factors that attract students and stakeholders are:**
 - Semester system.
 - Wide choice of specialization.
 - Impressive placement records.
 - Excellent academic ambience.
 - Provision of add-on courses.
 - Emphasis on computer learning and soft skill development.
 - Well maintained discipline.
 - Centrally located campus.
 - Hard-working and dedicated faculty members.
 - Teacher-student relationship.
 - State- of- the- art infrastructure.
 - Placement and Career counseling.
 - Good library facility with internet and wide range of books.
 - NSS, Sports and extra-curricular activities.
- ❖ **The following community-oriented programmes are periodically organized by different clubs and societies of the institute:**
 - Health and hygiene Awareness programme
 - Blood Donation programme
 - Road Safety Awareness programme
 - Anti-plastic Awareness programme
 - Legal Awareness Programme
 - Financial inclusion Awareness programme
 - Additional coaching of subjects which are not covered under the syllabus through guest lectures or training from the outside agencies. The system proved to be beneficial and the students are able to understand more about the subject and able to score better in the examinations and achieve more placements.
 - Self learning facilities are provided to the students by making them available the class notes through web site.
 - NPTEL DVDs are made available to the students.
 - The parents are informed about the regularity of their wards on day to day basis so that parents can take more care to make their daughters to attend maximum number of classes.
 - The students projects are guided by the faculty members

- The institute has a comprehensive placement Training Philosophy which is executed through qualified staff and experts from outside.

7.3 BEST PRACTICES

7.3.1 Give details of any two best practices which have contributed to better academic and administrative functioning of the university

Best practice - 1

1.1 Title of the practice

Outbound training

1.2 Goal

The major focus of the outbound training is designed to help the participants to improve the leadership capabilities and Team work.

1.3 The context

The leadership capabilities of the students are observed and are given as feedback for the purpose of improvement. The students are instructed to be in groups and also that for different activity and different participants should be leading the team. The students are made to feel the different approach of the leadership among the existing students and also they are made to give the feedback to their colleague so that an opportunity can be created for them to understand their leadership capabilities and also to observe the leadership styles of others.

1.4 The practice

The above mentioned parameters are achieved by various activities which have a clearly defined objectives and the facilitator observes the activity being executed and gives individual feedback about their strengths and areas of improvement. Along with the facilitator the other participants also realizes their inner self of what kind of leader they are and how they could modify their way of conduct.

The participants adventures and discover their potential when they go for Trekking in Western Ghats, we also venture to different hill paths which help participants explore more about themselves, the difficulty in managing team and the emergence of leadership. Participants are enlightened through yoga and meditation activities assisted by the skilled yoga trainer. This helps them to relax themselves from the full week academic and related stresses. They feel rejuvenated and prepare themselves for the forthcoming activities.

Physical exercises are also provided to the participants which enhances their physical abilities to be an effective leader.



Rope Game



Playing Chain Bricks



Students participating in Chain Management Game



Various Cultural events done by the students with their copartners

1.5 Evidences of success

The training has provided scope to gain powerful and immediate insights into the work situations, relate better with co-worker, to enhance teamwork spirit, inculcate the habit of taking risk, improving communication & planning better. The benefits are clearly reflected in student's participation and taking initiative to carry out various assignments and executing them with professional touch.

1.6 Problems encountered and resources required

The training is conducted in Western Ghats and any health problems that arise at the time of physical activity or weather is taken care with proper medical assistance.

Best practice - 2

2.1 Title of the practice

Vivekanandha scholarship eligibility test (VSET)

2.2 Goal

The goal of this practice is to motivate the meritorious undergraduate women students to pursue post graduate study in MBA and MCA by providing scholarship.

2.3 The context

The number of undergraduate women students particularly from rural background joining post graduation has been a great concern. In this scenario, an earnest initiative was taken to arrest the decline and motivate the students to join PG programme.

2.4 The practice

The policy and procedure for the scholarship scheme is meticulously carried out from the beginning to the end. It is decided that the motto for scholarships will be based on merit. A press meet is conducted with all the press people to give all the information and benefits regarding the scholarship to women students. The detailed information about the test is communicated through media and to all colleges through brochures. The question papers are set on MCQ (multiple choice questions) type on standard topics such as Quantitative aptitude, verbal reasoning and computer applications. The test is conducted in the college premises and evaluation is carried out with utmost care and confidentiality. The results are released along with counseling schedule in the institute website.

2.5 Evidence of Success

The students from different places and with varied back ground create an environment for conducive learning. As a result, the academic and placement achievement of the class has been very impressive. On the cultural and extracurricular aspects concerned, students showcase diverse display of cultural events. It is also seen that the students from weaker section realize the dream of doing their PG Programme through the scholarship. The success is also evident by the fact that the enrolment of students for the scholarship test has been on the rise year after year.

2.6 Problems encountered and resources required

The diversity existed among students in the class helped students to learn management and computer application topics from different perspectives. Despite all the efforts, students appeared for the test came only from districts close to Namakkal. New initiatives are envisaged to promote the scholarship scheme throughout Tamil Nadu in the coming years to help the meritorious women students to pursue their PG programme.

2.7 Contact Details

Name of the Director : Dr.A.Somu
Name of the Institution : Vivekanandha Institute of Information and Management Studies
City : Elayampalyam, Tiruchengode(Tk), Namakkal (Dt), Tamil Nadu
Pin Code : 637 205
Accredited Status : Applied
Work phone : 04288-234030 **Fax** : 04288-234130
Website : www.viims.ac.in **E-mail**: drasomu@gmail.com
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PART – E

EVALUATIVE REPORT

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

1. **Name of the Department** : Master of Business Administration
- MBA
2. **Year of Establishment** : 2002
3. **Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)**

S.No	Name of the Programs Offered	Remarks (PG/Ph.D)
1	MBA	Full Time

4. **Names of Interdisciplinary courses and the departments/units involved:** - NA-
5. **Annual/ semester/choice based credit system (programme wise):**
Semester System
6. **Participation of the department in the courses offered by other departments:**
-Nil-
7. **Courses in collaboration with other universities, industries, foreign institutions, etc. :**
✓ We are offering NCCMP certification course in collaboration with National Stock Exchange, Mumbai
8. **Details of courses/programmes discontinued (if any) with reasons:**
-Nil-

9. **Number of Teaching posts: Department of MBA**

Category	Sanctioned	Filled
Professor	2	4
Associate Professor	4	4
Assistant Professor	10	8
Total	16	16

10. Faculty profile with name, qualification, designation, specialization, (D.Sc./D.Litt./Ph.D. / M. Phil. etc.,)

S. No	Name	Qualification	Designation	Specialization	No. of Year of Experience	No. of Ph.D Students Guided for the last years
1	Dr.A.Somu	MBA., M.Com., M.Phil., Ph.D.,	Director	Finance & Accounting	25 Years	9
2	Dr.P.Kamaraj	MBA., M.Phil., Ph.D., NET.,	Professor & Head	Marketing & HR	14 Years	-
3	Dr.M.Latha Natarajan	MBA., M.Phil., Ph.D., PGDPM.,	Professor	Marketing & HR	18 Years	9
4	Dr.V.Mohanasundaram	MBA., M.Phil., Ph.D.,	Professor	Marketing & HR	14 Years	8
5	Dr.S.Kala	M.Com., M.Phil., Ph.D.,	Associate Professor	Finance	8 Years	-
6	Dr.K.Priya	M.Com., MBA., M.Phil., Ph.D.,	Associate Professor	Commerce	8 Years	-
7	Mr.T.Krishnakumar	MBA., M.Phil., SLET.,	Associate Professor	Marketing & HR	15 Years	-
8	Mr.P.Ravichandran*	MA., MBA., M.Phil.,	Associate Professor	Economics	17 Years	-
9	Mr.S.Senthilkumar*	BE., MBA.,	Assistant Professor	HR	12 Years	-
10	Mr.R.Miyalvaganan*	BE., MBA., M.Phil., SLET.,	Assistant Professor	Management HR &	11 Years	-
11	Ms.R.Lavanya*	BE., MBA.,	Assistant Professor	HR & Marketing	10 Years	-
12	Ms.P.Menakadevi*	MBA., M.Phil., NET.,	Assistant Professor	Finance	7 Years	-

13	Ms.E.Deepa*	MBA., M.Phil.,	Assistant Professor	Finance & HR	10 Years	-
14	Ms.S.Prasanthi	MBA.,	Assistant Professor	HR & System	6 Years	-
15	Ms.S.Krishnakumari*	MBA., M.Phil., NET., SLET.,	Assistant Professor	Marketing & HR	6 Years	-
16	Mr.R.Palanisamy	M.Com., M.Phil., NET.,	Assistant Professor	Commerce	6 Years	-

*-Pursuing Ph.D

11. List of senior visiting faculty : Nil

12. Percentage of lectures delivered and practical classes handled (programme wise) by temporary faculty : Nil

13. Student -Teacher Ratio (programme wise) : 1:15

14.Number of academic support staff (technical) and administrative staff; sanctioned and filled

S.No	Category	Sanctioned	Filled
1	Academic Support Staff (Technical)	3	3
2	Administrative Staff	14	14

15. Qualifications of teaching faculty with DSc/ D.Litt/ Ph.D/ MPhil / PG:

S.No	Department	D.Sc	D.Litt	Ph.D	M.Phil	PG
1	MBA	-	-	6	7	3

16.Number of faculty with ongoing projects from a) National & b) International funding agencies and grants received :

a) National

S. No	Principal Investigator	Funding Agency / Company	Project Title	Duration	Fund Generated ₹
1	Dr.A.Somu Director	AICTE -RPS	A Study on the Status of Tribal Women in Kolli Hills	3 Years	2,25,000
2	Dr.P.Kamaraj Professor	Sree Swarna-lakshmi Spinning Mills	Employee Retention in Spinning Mills with reference to Namakkal District	1 Year	50,000

b) International : Nil

17. Departmental projects funded by DST - FIST; UGC, DBT, ICSSR, etc. and total grants received :

S. No	Title	Seminars/ Conferences/ Workshops National / International	Date	Source of Funding	Amount (₹)
1	Managing Disaster in the Globalised Era	Staff Development Programme (SDP)	27.06.11 to 09.07.11	AICTE	7,00,000
2	SAP Business Laboratory	MODROBS	2011	AICTE	7,00,000
3	Financial System in Emerging Economics	Faculty Development Programme (FDP)	27.05.13 to 08.06.13	AICTE	5,00,000
4	Corporate Governance- Global Issues and Challenges	Staff Development Programme (SDP)	12.07.10 to 24.07.10	AICTE	7,00,000
5	Business Research Methods	Faculty Development Programme (FDP)	26.12.11 to 02.01.12	Anna University	75,000
Total					26,75,000

18. Research Centre /facility recognized by the University:

The Department is recognized as a research centre by Anna University, Chennai.

Departments	Approval Letter Details
MBA	AUTCBE/Research/CR2/1320/3/2012 dated 09/04/2012

19. Publications:

a) Publications per Faculty :

Number of papers published in peer reviewed journals (national / international) by faculty and students	National : 39 International: 13
Number of publications listed in International Database (For Eg: Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.)	1
Monographs	10
Chapter in Books	Nil
Books Edited	Nil
Books with ISBN/ISSN numbers with details of publishers	06
Citation Index	Nil

SNIP	Nil
SJR	Nil
Impact factor	Nil
h-index	Nil

20. Areas of consultancy and income generated

S.No.	Company	Nature of consultancy	Amount ₹
1	ICENET Pvt. Ltd., Namakkal	Internet Services in Namakkal & Erode	90,000
2	AET, Tiruchengodu	Automation of Accounting system	60,000
3	The Crafts Council of India, Chennai	Craft Economics & Impact Study	25,180

21. Faculty as members in

a) National committees :

Staff Name	Committee Name
Dr.A.Somu	Confederation of Indian Industry (CII) – Educational Panel Member(Erode Zone)

b) International Committees : Nil

c) Editorial Boards : Dr.A.Somu, Director, as an editorial board member of Kongu Nadu Arts & Science College, Coimbatore

22. Student projects

a) Percentage of students who have done in-house projects including inter departmental/programme:

Department	Total No of Students	Percentage of in-house Project
MBA	2014-2015	37
	2013-2014	52
	2012-2013	101
	2011-2012	105
	2010-2011	61
Nil		

b) Percentage of students placed for projects in organizations outside the institution i.e.in Research laboratories/Industry/ other agencies

Department	Year	Total No of Students	Percentage of Industry Project
MBA	2013-2014	52	100 %
	2012-2013	101	100 %
	2011-2012	105	100 %
	2010-2011	61	100 %

23. Awards / Recognitions received by faculty and students:

- **Faculty** : Dr.A.Somu, Director awarded as the Brand Ambassador of PSG by the PSG Institute of Management, Coimbatore
- **Students** : Details of University Rank holders

Academic Year	Anna University Rank Holders
2013-2014	4
2012-2013	6
2011-2012	16
2010-2011	8

24. List of eminent academicians and scientists / visitors to the department

S. No	Researchers of Eminence visited the campus in last four years
1	Dr.Carl Cordes MD Dye Tech International UG, Germany
2	Dr.George Joseph Alapatt Business Development Representative, South East Asia at ICM, UK
3	Mr.Balasubramaniam Creative Management Consultancy, Trichy
4	Dr.K.Samuel Director, Hindustan College of Engineering, Coimbatore
5	Mr.Mark Waren, Managemet Consultant, Tesla2, Inc., USA
6	Mr.K.Suresh President & CEO, India Cements Capital Limited, Chennai
7	Mr.G.Ramasubramanian Director, Excel HR, Chennai
8	Mr.V.Prakash Manager- Marketing, MMA, Chennai
9	Ms.Padmaja Mentor, MMA Students Chapter Activities, MMA, Chennai
10	Mr.Vector Pushpakumar Puthoda Personality Development Trainer, Chennai
11	Dr.G.P.Garg Registrar, NISM (Education Wing of SEBI), Mumbai
12	Shri.Badri Narayanan Deputy Manager, BSE, Regional Centre, Chennai
13	Dr.S.Sudalaimuthu Former Vice Chancellor, Alagappa University, Karaikudi
14	Dr.K.Natesan Vice President-HR, Sakthi Finance Ltd, Coimbatore

15	Prof.R.Venkatapathy Director, BSMED Chair-Board of Studies in Management, Bharathiar University, Coimbatore
16	Dr.A.V.R.Pandiyan Director, JSN School of Management, Kanchipuram
17	Dr.Rajeswari Krishnan Principal, Sri Narayana Guru Institute of Management Studies, Coimbatore
18	Dr. Ralph Lano Professor, Nuremberg Technical University, Germany
19	Dr.Natarajan Vice Chancellor of Gandhigram Rural Institute – Deemed University
20	Dr.Wolfgang Messner Associate Professor., MYRA School of Business, Mysore
21	Dr. Ambalam Pushpanathan, Head, Dept. of Economics & Management, University of Jaffna, Srilanka
22	Dr.Mohamed Shah Alam Prof. of Accounting & Info. Systems, Rajshahi University, Bangladesh
23	Ms.Swami Lalitananda Faulty Resource Person, CS Academy, Coimbatore
24	Mr.Balaji Rajendran Senior Staff Scientist, Bangalore.
25	Dr.N.Kala, Registrar i/c, Mother Teresa University, Kodaikanal
26	Dr.Sundresan Krishnan Iyer, Principal, Education & Research, Infosys Ltd., Mysore

25. Seminars/ Conferences/Workshops organized & the source of funding:

a) National:

S. No	Title	Seminars/ Conferences/ Workshops/ National / International	Date	Source of Funding	Amount (₹)
1	Managing Disaster in the Globalised Era	Staff Development Programme (SDP)	27.06.11 to 09.07.11	AICTE	7,00,000
2	SAP Business Laboratory	MODROBS	2011	AICTE	7,00,000
3	Financial System in Emerging Economics	Faculty Development Programme (FDP)	27.05.13 to 08.06.13	AICTE	5,00,000

4	Corporate Governance- Global Issues and Challenges	Staff Development Programme (SDP)	12.07.10 to 24.07.10	AICTE	7,00,000
5	Business Research Methods	Faculty Development Programme (FDP)	26.12.11 to 02.01.12	Anna University	75,000
Total					26,75,000

b) International :

S. No	Title	Seminars/ Conferences/ Workshops/National / International	Date	Source of Funding
1	Global challenges of Emergent India	International conference	14.02.11 & 15.02.11	AET
2	Building Management Model for Sustainable Growth Opportunities and Challenges	International conference	12.04.13 & 13.04.13	AET
3	Emerging Paradigms in Management Research	International conference	27.02.14 & 28.02.14	AET
4	Make in India – The Road Ahead in association with Gandhigram Rural Institute – Deemed University, Dindigul, MMA and NIPM.	International conference	27.02.15 & 28.02.15	AET

26. Student profile programme/course wise:

MBA	Applications received	Selected	Enrolled		Pass percentage
			*M	*F	
2014-2015	215	106	-	106	97.3
2013-2014	43	38	-	38	94.23
2012-2013	62	55	-	55	94.05
2011-2012	221	105	-	105	99.04

*M = Male *F = Female

27. Diversity of Students

Name of the Course	% of students from the same state	% of students from other States	% of students from abroad
2014-2015	92.45	7.5	0
2013-2014	86.84	13.16	0
2012-2013	87.3	12.7	0
2011-2012	91.4	8.6	0

28. How many students have cleared national and state competitive examinations such as NET, SLET, GATE, Civil services, Defense services, etc.? :

-Nil-

29. Student progression

Student progression	Against % enrolled
UG to PG	-
PG to M.Phil.	9 %
PG to Ph.D.	-
Ph.D. to Post-Doctoral	-
Employed	
• Campus selection	55 %
• Other than campus recruitment	8 %
Entrepreneurship/Self-employment	38 %

30. Details of Infrastructural facilities

a) Library

- Separate reading areas are provided for students.
- Internet facility is available in library with multimedia systems. The library has online e-journals subscriptions for staff and students to access E-journals and DELNET services.
- Complete automation of the library is taken care by “**Modern Lib**” software.

Total area of the library (in sq.mt)	514 Sq.m
Total seating capacity	64 Nos
Digital Library Systems	17 Nos

b) Internet facilities for Staff & Students

- Wi-Fi with **10 Mbps** bandwidth is available. Wi-Fi access points have been installed at the college campus and the hostels. The students and the faculty can access Wi-Fi facility anywhere inside the campus/ Hostel.
- Internet facility is available in library with multimedia systems. The library has online e-journals subscriptions for staff and students to access E-journals and DELNET services.

c) Class rooms with ICT Facilities

A total of **5** class rooms and 2 tutorial rooms with proper lighting, ventilation and modern facilities such as LCD projectors, Wi-Fi connection are available to facilitate effective teaching learning.

The college ensures adequate ICT facilities to enhance the quality of education by,

- Increasing the level of motivation and engagement
- Facilitating the acquisition of basic skills
- Enhancing the faculty development

d) Laboratories:

The department has a computer laboratory with a total of 60 systems with latest configuration for effective implementation of the curriculum and the department has a language lab with 60 computer systems.

31.Number of students receiving financial assistance from college, university, government or other agencies :

Government Scholarships:

S.No	Year	No.of Beneficiaries
1	2014-2015	23
2	2013-2014	7
3	2012-2013	11
4	2011-2012	11

Management Scholarships:

S.No	Year	No.of Beneficiaries
1	2014-2015	58
2	2013-2014	13
3	2012-2013	24
4	2011-2012	44

32. Details on student enrichment programmes (special lectures / workshops /seminar) with external experts

S. No	Resource Person	Topic	Date
1	Mr.B.Saravanan, Senior Project Leader, Financial Systems & S/W Pvt.Ltd, Chennai	Application Development in Unix and Shell Programming	22.01.2011
2	Mr.D.Balamurugan, Project Leader, Satyam Computers, Chennai.	Web Technology	12.03.2011
3	Mr.R.Venkatasubramanian, GM, City Union Bank Mr.Thiyagarajan, AGM, City Union Bank R.Premanad, Regional Manager, The Hindu, Salem.	Business Line Club Lecture	11.08.2011
4	Mr.Laxmanan Narayanan, Chairman MR Colour Lab Erode	Sky is the Limit- Self Motivation Techniques	05.08.2011
5	Dr. Ramesh, Associate Professor Bhahirdar University, Bhahirdar Federal Democratic Republic of Ethiopia.	A Gate Way of Opportunities	05.09.2011

6	Mr.B.R.V.Sabu Mangnlasseril Associate Professor, FISTA Business School, Angamaly	Advertisement to a globalised world – Special address given	13.10.2011
7	Mr.V.Kishore Kumar, Director, Puducherry Road transport corp Puducherry	Emotional Intelligence in the competitive Environment	29.10.2011
8	Mr.Senthil Manickam, VP- Training, Nomura India services, Mumbai	Career Opportunities In Investment Banking	05.12.2011
9	Mr.Muthu, Managing Director, Idayam Group of Companies	Business Mantras	19.12. 2011
10	Dr.Daniel Ashok Lasher, Adjunct Professor, European School of Economics, New York – USA	Millennial Workforce! Emerging Trends and challenges	22.02.2012
11	Dr. K.Natesan, Vice President-HR, Sakthi Finance Limited, Coimbatore.	Ancient Wisdom in Management	14.09.2013
12	Mr.N.Sampath Kumar, Senior Manager Training & Development, Roots Industries India Limited. Coimbatore	Campus to Corporate - Soft skill programme	21.09.2013
13	Dr.Arunkumar Thangavelu School of Computer science & Engg, Vellore Institute of Technology,Vellore	Methodologies for Project Development	24.12.2013
14	Prof . Ravichandran, Professor in Strategy, IIM- Ahmadabad.	Transform Yourself: Transform India.	25.02. 2014
15	IDBI Federal Life Insurance	Banking Correspondent and Business Felicitator Training Program	21.07.2014 to 24.07.2014
16	Prof T.Balasubramaniam, HOD/CSE, Sri Vidya Mandir Arts and Science College, Uthangarai	Pre-processing in Data Mining using WEKA	03.09. 2014
17	Mr.V.Anbalagan, Sub divisional Engineer (CRM), BSNL, Salem.	Development in Telecommunication Systems	12.09. 2014
18	Mr.V.S.Srinivasan, DGM (Advances), City Union Bank Limited, Kumbakonam	Indian Financial and Banking Sector – Emerging Trends	31.10.2014
19	Mr.Jayaprakash, Trainer , National Stock Exchange, Chennai	Capital Markets	05.02.2015

33. Teaching methods adopted to improve student learning

- Video lectures from NPTEL/ Web casting/ Webinars.
- Role playing method is adopted
- Animated videos to explain more technical concepts
- Use of online testing
- Forums, blogs, Webinars are used to provide variety in learning experience
- The class room session are embedded with “Monotony Breakers” –games ,chats, quiz etc., to sustain student interest and energy
- Best Practices used by the faculty members are shared in the department meetings for the benefit of other members.

34. Participation in Institutional Social Responsibility (ISR) and Extension activities

- ❖ The institution has been organizing a three -day “College Bazaar – Trade Fair” every year in association with Mahalir Thittam, District supply & Marketing society, Namakkal. The objective is to promote Self Help Group Products and also to suggest marketing Strategies for their products as an extension activity.
- ❖ The institution organized a camp to encourage legal driving among the students by learning driving and assisting to get driving license.
- ❖ The institution has been in the forefront of organizing outreach activities such as regulating traffic at main junction, patients’ management and guidance at Vivekanandha Medical care Hospital, cleaning the Campus and programs on HIV awareness.
- ❖ The NSS wing organizes AIDS/HIV awareness campaigns and library maintenance project in campus.
- ❖ The Entrepreneurship Development Cell, has conducted skill based training workshops to students to motivate and help the students to be entrepreneurs.
- ❖ The NSS program concentrates on disseminating the importance of a clean and green Campus among the staff and students through organizing workshops and several programs

35. SWOC analysis of the Department and Future plans

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> ❖ Case based Teaching ❖ Recognized Research Centre ❖ Active Entrepreneurship Development Cell ❖ Industry Interaction Programmes ❖ MOU's with leading companies ❖ State of Art Infrastructure ❖ Conducive learning Atmosphere ❖ Well stacked information Resource center ❖ Consistent academic excellence ❖ Centralized Placement Cell ❖ Experienced Faculty team ❖ Outbound trainings ❖ Sponsored projects and consultancy assignments ❖ FDPs' quality improvement programmes (QIPS) ❖ Vivekanandha Scholarship for aspiring MBA students 	<ul style="list-style-type: none"> ❖ No flexibility in terms of curriculum designing and development ❖ Reluctance for "Mobility" among women students.
OPPORTUNITY	CHALLENGES
<ul style="list-style-type: none"> ❖ Growing demand for skilled professionals in the industry ❖ Empowering Women through Entrepreneurship/ self employment ❖ Job opportunities in Government and private sectors. 	<ul style="list-style-type: none"> ❖ Dynamic nature of industry expectations ❖ Socio economic status of the students

Future Plans of the Department

- ❖ Introduce mechanisms to enable students to get higher industry experience to make them "Productive Day-1"
- ❖ Carry out industry health inspections and propose remedial management solutions to procure Consulting Assignments
- ❖ Innovate micro models that can be implemented at the lower-strata to enable women of weaker sections to achieve regular & better livelihood

DEPARTMENT OF MASTER OF COMPUTER APPLICATIONS

1. **Name of the Department** : Master of Computer Applications-MCA
2. **Year of Establishment** : 2002
3. **Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)**

S.No	Name of the Programs Offered	Remarks (PG)
1	MCA	Full Time

4. **Names of Interdisciplinary courses and the departments/units involved:**
-NIL-
5. **Annual/ semester/choice based credit system (programme wise):**
Semester System
6. **Participation of the department in the courses offered by other departments:**
-NIL-
7. **Courses in collaboration with other universities, industries, foreign institutions, etc. :**
We are offering IBM certification courses on Application development in Cloud, Mobile Application in Development, Big Data, in collaboration with IBM, Chennai
8. **Details of courses/programmes discontinued (if any) with reasons :**
-NIL-
9. **Number of Teaching posts:**

Category	Sanctioned	Filled
Professor	02	03
Associate Professor	05	05
Assistant Professor	17	16
Total	24	24

**10. Faculty profile with name, qualification, designation, specialization,
(D.Sc./D.Litt. /Ph.D. / M. Phil. etc.,)**

S. No	Name	Qualification	Designation	Specialization	No. of Year of Experience
1	Prof.P.Sharmila	MCA.,M.Phil.,	Professor & Head	Data Mining	16 Yrs
2	Dr.S.Dhanalakshmi	MCA.M.Phil., Ph.D.,	Professor	Network Security	15 Yrs
3	Dr.T.Ramaprabha	M.Sc.M.Phil., Ph.D.,	Professor	Image Processing	18 Yrs
4	Hr.J.Arockiaraj	MCA., MBA., M.D(ACu)., M.Sc(Psy)	Associate Professor	Artificial Intelligence	15 Yrs
5	Dr.P.Premdelphy	M.Sc.,M.Phil, Ph.D	Associate Professor	Graph Theory	13 Yrs
6	Mr.G.Kesavaraj *	MCA.,M.Sc., M.Phil.,	Associate Professor	Operating System	14 Yrs
7	Ms.B.R.Kavitha	MCA.,M.Phil.,	Associate Professor	Software Engineering	14 Yrs
8	Dr.R.Suguna	MCA.,M.Phil., Ph.D	Associate Professor	Data Mining	9 Yrs
9	Ms.S.Anitha *	MCA.,M.Phil.,	Assistant Professor	Middleware Technologies	11 Yrs
10	Ms.S.Mahima	MCA.,M.Phil	Assistant Professor	Data Mining	11 Yrs
11	Ms.J.Srimathi *	MCA.,M.Phil.,	Assistant Professor	Networks	11 Yrs
12	Ms.M.Valarmathi	MCA.,M.Phil.,	Assistant Professor	Mobile Computing	10 Yrs
13	Ms.S.Tamilselvan	MCA.,M.Phil.,	Assistant Professor	Web Applications & Developments	10 Yrs
14	Mr.M.Karthik	MCA.,M.Phil.,	Assistant Professor	Computer Networks	9 Yrs
15	Ms.D.Kalaivani *	MCA.,M.Phil., NET.,	Assistant Professor	Wireless Networks	9 Yrs
16	Ms.S.Kavitha	MCA.,M.Phil.,	Assistant Professor	Wireless Networks	8 Yrs
17	Ms.J.Kokilavani	MCA.,	Assistant Professor	Data Mining	7 Yrs
18	Ms S.Dhanalakshmi	MCA.,M.Phil.,	Assistant Professor	Software Engineering	7 Yrs

19	Ms.M. Vijayalakshmi	MCA.,M.Phil.,	Assistant Professor	Data Structures	6 Yrs
20	Ms.L.Nisha	MCA.,M.Phil.,	Assistant Professor	Software Engineering	6 Yrs
21	Ms.T.Priya	MCA.,M.Phil.,	Assistant Professor	Computer Networks	5 Yrs
22	Ms.D.P.Savithri	MCA., M.Phil.,	Assistant Professor	DBMS	5 Yrs
23	Mr.M.Rajesh	MCA.,	Assistant Professor	Software Engineering	4 Yrs
24	Ms.S.Chandrakala	MCA.,	Assistant Professor	Soft Computing	3 Yrs

*-Pursuing Ph.D

11. List of senior visiting faculty : -NA-

12. Percentage of lectures delivered and practical classes handled (programme wise) by temporary faculty : -NA-

13. Student -Teacher Ratio (programme wise) : 1:15

14. Number of academic support staff (technical) and administrative staff; sanctioned and filled

S.No	Category	Sanctioned	Filled
1	Academic Support Staff (Technical)	04	04
2	Administrative Staff	14	14

15. Qualifications of teaching faculty with DSc/ D.Litt/ Ph.D/ MPhil / PG:

S.No	Department	D.Sc	D.Litt	Ph.D	M.Phil	PG
1	MCA	-	-	04	16	04

**16. Number of faculty with ongoing projects from a) National
b) International funding agencies and grants received :**

S.No	Name of the Faculty	Title of the Project	Funding Agencies	Fund Generated (₹)	Duration
1	Prof.P.Sharmila	Student Tracking System	Bits Mind Technologies	45,000	1Year

17. Departmental projects funded by DST - FIST; UGC, DBT, ICSSR, etc. and total grants received :

S. No.	Name of the Funding Agency/ Scheme	Programme / Research Project Title	Amount Sanctioned in ₹
1	Anna University	Faculty Development Programme – Middleware Technologies	50,000
2	AICTE	Trends and Challenges in Computational Research	1,50,000
3	CSIR	Emerging Trends & Challenges of Pervasive Computing in Sensor Network Applications	40,000
4	ICMR	Data Mining Applications in Medical Informatics	25,000
5	AICTE	Emerging Architecture, Technology & Security Issues on Wireless Communication Network	1,00,000
6	CSIR	Emerging Trends & Challenges in Wireless Technologies	50,000
7	TSCST & NCSTS	Security Based Best Practices in E-Governance Applications	20 ,000
8	CSIR	Advances in Intelligent and Optimized Computing Paradigm	25,000
9	ISTE	Software Project Design and Development	10,000
10	AICTE	Green and Optimized Technology in Cloud Computing	1,20,000

18. Research Centre /facility recognized by the University:

The Department is recognized as a research centre by Anna University, Chennai.

Department	Approval Letter Details
MCA	AUTCBE/Research/CR2/1320/3/2011 dated 29/11/2011

19. Publications:

Publication per faculty

Number of papers published in peer reviewed journals (national / international) by faculty and students	National : 06 International: 02
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Number of publications listed in International Database (For Eg: Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.)	1
Monographs	10
Chapter in Books	NIL
Books Edited	01
Books with ISBN/ISSN numbers with details of publishers	01
Citation Index	03
SNIP	NIL
SJR	NIL
Impact factor	NIL
h-index	NIL

20. Areas of consultancy and income generated

S. No	Name of the Faculty	Title of the Project	Funding Agencies	Fund Generated (Rs.)	Duration
1	Dr.V.Vallimayil	Account Maintenance System	AET Tiruchengode	60,000	1 Year

21. Faculty as members in

a) National Committees b) International Committees	-NIL-
c) Editorial Boards	<ul style="list-style-type: none"> • Prof.P.Sharmila • Ms.S.Anitha • Ms.D.Kalaivani • Ms.J.Kokilavani

22. Student projects

a) Percentage of students who have done in-house projects including inter departmental/programme:

Department	Total No of Students	Percentage of in-house Project
MCA	2014-15	72
	2013-14	118
	2012-13	111
	2011-12	52

b) Percentage of students placed for projects in organizations outside the institution i.e.in Research laboratories/Industry/ other agencies

Department		Total No of Students	Percentage of Industry Project
MCA	2014-15	72	100
	2013-14	118	100
	2012-13	111	100
	2011-12	52	100

23. Awards / Recognitions received by faculty and students:

- Faculty: NIL
- Students:

S.No	Year	Anna University Rank Holders
1	2013-2014	01
2	2012-2013	03
3	2011-2012	10
4	2010-2011	10

Student Details	Event Description	Event Level (National/ International)	College Name	Award Details
2014-2015				
Ms.N.Thangam	Workshop on Android	National Level	Kongu Engineering College-Erode	Attended
Ms.S.Gokila Ms.C.Kavitha Ms.S.Nithya Ms.D.Priya Ms.P.Priyanka Ms.V.Ramya Ms.R.Vanitha	Recent trends in .NET Applications	National Level	Narasus's Sarathy Institute of Technology, Salem.	Attended
Ms.C.Bhuvaneswari	Kabaddi	Anna University	Sasuri College of Engineering, Tirupur	Selected for Anna University Team
		State Level	Pollachi	-
		Southzone Inter	Kerala	Participated in Anna

		Tamilnadu State Championship (Salem District Team)	Kallakurichi	III Place & Selected in Tamilnadu State Team
		National Senior Championship ship	Tiruchengode (Tamilnadu)	Participated in tamilnadu state team
		National Level Inter	Tirunelveli	II Place
		State Level	Salem	II Place
2013-2014				
Ms.B.Kavitha	Bigdata Paper presentation	National Level Symposium	Bannari Amman Institute of Technology	Participated
Ms.V.Karthika	Wibree, Semantic Web Paper	National Level Symposium	Bannari Amman Institute of	Participated
Ms.K.Kriuthiga	Debugging, Experts	National Level Symposium	Bannari Amman Institute of	Participated
Ms.R.Poorani Sri	Android Development workshop	National level workshop	Kumaraguru College of Engineering	Participated
Ms.M.N.Vidhya	Bigdata Paper presentation	National Level Symposium	Bannari Amman Institute of Technology	Participated
Ms.B.Kavitha	Net Hunt	International Level Technical	PSG Collge of Technology	1 st Prize
Ms.K.Subha Ms.T.Boomathi Ms.M.Sowmya	Marketing, Quiz, Math Modeling, Short Film	International Level Technical Symposium	PSG Collge of Technology	Participated

Ms.R.Sowmiya Ms.K.Subha Ms.R.Sowmya Ms.S.Lavanya Ms.R.Nandhini	Wibree, Semantic Web Paper Presentation	National Level Symposium	Bannari Amman Institute of Technology	Participated
Ms.B.Gajalakshmi Ms.S.Hemalatha Ms.S.Pavithra Ms.R.Poorani Sri	Web Designing	National level Technical Symposium	Nandha College of Engineering	Participated
Ms.R.Soundarya	Web Designing	Intra Institutos Technical Symposium	Vivekanandha College of Technology for Women	Participated
Ms.E.Durgadevi	Web Designing	Intra Institutos Technical Symposium	Vivekanandha College of Technology for Women	Participated
Ms.C.Bhuvaneswari	Kabaddi	All India Level	Chennimalai, Erode	III Place
	Kabaddi	State Level	Tirunelveli	Selected for Tamilnadu Team
	Kabaddi	Anna University Selection Trails	Tuticorin	Selected for Anna University Team
	Kabaddi	CM Trophy, District Selection	Namakkal	I place – Selected for Namakkal District Team
	Kabaddi	South National Senior Champion ship	Hyderabad	III Place & Selected in National Champion ship
	Kabaddi	National Level Inter Collegiate	Tirunelveli	II Place

	Kabaddi	State Level	Salem	II Place
2012-2013				
Ms.C.Bhuvaneswari	Kabaddi	State Level	Perunthalaiur, Erode	I Place
	Kabaddi	Anna University Selection Trails	Prathyusha Institute of Technology, Chennai	Selected for Anna University
	Kabaddi	State	Annogour, Namakkal	III Place
	Kabaddi	Tamilnadu Team Women's National Selection (Individual)	Modakuruchi, Erode	-
	Kabaddi	State	CMTrophy, Chennai	III Place
	Kabaddi	State	Manonmaniam Suntharanar University, Tirunelveli	-
	Kabaddi	South Zone Inter University	Tiruchengode	
Ms.C.Bhuvaneswari	Kabaddi	State	PSN Group of Institutions, Tirunelveli	III Place
	Kabaddi	National	Karumalai kudal, Mettur	III Place
	Kabaddi	State	Sivakasi	I Place
	Kabaddi	State	Tuticorin	I Place
	Kabaddi	State	Erode	II Place

	Kabaddi	All India	Salem	-
	Kabaddi	State	-	II Place
	Kabaddi	State	-	I Place
2011-2012				
Ms.M.Madhu shalini Ms.R.Archana	Surprise Event	Symposium	Mahendra Engineering College	I - Place
Ms.S.Subhadevi	Surprise Event	Symposium	KSR Engineering College	I – Place
Ms.N.Kavitha Ms.G.Umamaheswari	Paper Presentation	Seminar	Erode Arts & Science College	III Place
2010-2011				
VIIMS Students Team	Interzone Cricket	National Inter Collegiate Cricket Meet	Anna University-Coimbatore	Secured in 2 nd Place Position
MCA Students	Cricket Tournament	National	Vedanta Academy, Coimbatore	Participated

24. List of eminent academicians and scientists / visitors to the department

S.No	Resource Person	Topic	Date
1	Dr. Ralph Lano, Proffesor, Nuremberg Technical University, Germany Dr.N.Kala, Registrar i/c, Mother Teresa University, Kodaikanal Dr.Sundresan Krishnan Iyer, Principal, Education & Research, Infosys Ltd., Mysore Dr.E.George Dharma Prakash Raj, Faculty Member, Department of	International Conference on “Computational Intelligence and Big Data Analytics”	06.03.2015 to 07.03.2015

	Computer Science, Bhrathidasan University, Trichy Dr.Arunkuamr Thangavelu, Professor & Head, School of Computing Science & Engineering, VIT, Vellore		
2	Dr.S.Parthasarathy, Professor & Head, Department of Computer Applications, Thiagarajar College of Engineering, Madurai Dr.G.M.Nasira, Assistant Computer Science, Chikkanna Government Arts College, Tiruppur Mr.Sathishkumar Chandrasekarn, Senior Software Engineer, CISCO, Bengaluru Mr.Padmanaban Ebbas, Team Leader, I-FACT Technologies, Bengaluru Mr.Muthukumar Shanmugiah, Senior Software Engineer, Citrix, Bengaluru	National Workshop on “Green and Optimized Technology in Cloud Computing” Lecture on Real time Cloud Atmosphere using Openstack and AWS	18.03.2014 to 19.03.2014
3	Dr.K.Manivannan, Dean Planning and Development, Secretary, ISTE-Tamilnadu	ISTE Student Chapter Inauguration	12.08.2013
4	Mr.Karthikeyan Chandrasekaran Senior Manager, Project Program Management, Dell International Services, Bangalore Dr.C.Senthamarai Assistant Professor of Computer Applications, Govt. Arts College (Autonomous), Salem Dr.S.Parthasarathy, Associate Professor & Head, Department of Computer Applications, Thiagarajar College of Engineering, Madurai Dr.R.Umarani, Associate Professor, Department of Computer Science, Sri Sarada College for Women, Salem	National Conference on “Advances in Intelligent and Optimized Computing Paradigm”	06.09.2013 to 07.09.2013

5	Mr.Sathish Xavier, Head, Talent Acquisition, William Lea, Chennai Mr.Arul Prakash Product Application Engineer, Supreme Scientific Corporation, Madurai Dr.R.Gunesakaran, Asso.professor, Department of Computer Technology, Madras Institute of Technology, Chennai Dr.R.Padmanaban Ramasamy, Principal Consultant, Next Gtech Research Lab, Chennai	National Seminar on “Emerging Architecture, Technology & Security Issues on Wireless Communication Network”	20.07.2012 to 21.07.2012
6	Ms.Priyasri Anilkumar, India UR Leader, Honeywell International Pvt., Ltd., Bangalore Prof.Dr.G.M.Tamilselvan Department of ECE, Bannari Institute of Technology, Sathyamangalam Mr.A.K.Mohamad Azad CEO, REACH Information & Communication Systems Prof.Dr.C.Chellappan, School for CS & Eng., Anna university Chennai Prof.Dr.S.Sivanesan, School of CS, VIT University	National Seminar on “Emerging Trends & Challenges in Wireless Technologies”	17.08.2012 & 18.08.2012
7	Mr.Selvakumar Antony, Technical Director & District Information Officer, Namakkal Mr.Biju Velayudham Senior Manager, Head IT, GKNM Hospital, Coimbatore Mr.Dilip Kumar, Product Head, Six Axis System & Technology, Bangalore	Seminar on “Security Based Best Practices in E-Governance Applications”	14.12.2012 & 15.12.2012
8	Mr.Balaji Rajendranm Senior Staff Scientist, Bangalore Dr.G.M.Nazira, AP, Govt. Arts College, Salem Dr.A.Arumuga Perumal, Prof., & Head in CS ST.Hindu College Nagercoil	National Seminar on “Trends and Challenges in Computational Research”	14.07.2011 & 15.07.2011

9	Dr.S.Swamynathan, AP Dept of IST, Anna University Chennai Dr.A.Vadivel, Prof, NIT, Trichy Dr.A.Subramani, Prof., Dept of Computer Application, KSR College, Tiruchengode Dr.S.P.Santharajah, HOD, Dept of Computer Application, Sona College, Salem	National Seminar on “Emerging Trends & Challenges of Pervasive Computing in Senor Network Applications”	11.08.2011 & 12.08.2011
10	Dr.P.Jaganathan, Prof, Head of CS, PSNA College of Engineering, Dindugal Dr.B.Surendiran, NIT, Trichy	National Seminar on “Data Mining Applications in Medical Informatics”	27.08.2011

25. Seminars/ Conferences/Workshops organized & the source of funding a) National & b) International

S. No	Title	Seminars/ Conferences/ Workshops National / International	Date	Source of Funding	Amount (Rs.)
1	Computational Intelligence and Big Data Analytics	International Conference	06.03.15 to 07.03.15	AET	2,20,000
2	Big Data Analytics	National Workshop	20.01.15 to 21.01.15	AET	56,000
3	Green and Optimized Technology in Cloud Computing	National Workshop	18.03.14 to 19.03.14	AICTE	1,20,000
4	Software Project Design and Development	Seminar	12.07.13	ISTE	10,000
5	Advances in Intelligent and Optimized Computing Paradigm	National Conference	06.09.13 to 07.09.13	CSIR	25,000
6	Security Based Best Practices in E-Governance Applications	Seminar	14.12.12 to 15.12.12	TSCS T & NCSTS	20 ,000

7	Emerging Trends & Challenges in Wireless Technologies	National Seminar	17.08.12 to 18.08.12	CSIR	50,000
8	Emerging Architecture, Technology & Security Issues on Wireless Communication Network	National Seminar	20.07.12 to 21.07.12	AICTE	1,00,000
9	Data Mining Applications in Medical Informatics	National Seminar	27.08.11	ICMR	25,000
10	Emerging Trends & Challenges of Pervasive Computing in Sensor Network Applications	National Seminar	11.08.11 to 12.08.11	CSIR	40,000
11	Trends and Challenges in Computational Research	National Seminar	14.07.11 to 15.07.11	AICTE	1,50,000
12	Faculty Development Programme – Middleware Technologies	Workshop	22.06.11 to 29.06.11	Anna University of Technology	50,000

26. Student profile programme/course wise:

MCA	Applications received	Selected	Enrolled		Pass percentage
			*M	*F	
2014-15	187	102	-	102	100
2013-14	41	36	-	36	97.45
2012-13	55	38	-	38	98.19
2011-12	247	119	-	119	100

*M = Male *F = Female

27. Diversity of Students

Name of the Course	% of students from the same state	% of students from other States	% of students from abroad
2014-15	93.13	6.86	-
2013-14	100	-	-
2012-13	100	-	-
2011-12	91.59	8.40	-

28. How many students have cleared national and state competitive examinations such as NET, SLET, GATE, Civil services, Defense services, etc.? : -Nil-

29. Student progression

Student progression	Against % enrolled
UG to PG	-
PG to M.Phil.	20
PG to Ph.D.	-
Ph.D. to Post-Doctoral	-
Employed	
• Campus selection	55
• Other than campus recruitment	14
Entrepreneurship/Self-employment/Family	36

30. Details of Infrastructural facilities

a) Library

Total area of the library (in sq.mt)	514 Sq.m
Total seating capacity	60 Nos
Digital Library Systems	17 Nos
Books	8668
Title	3152
International Journals	7
National Journals	6
E-Journal	313

b) Internet facilities for Staff & Students

- Wi-Fi with 10 Mbps bandwidth is available. Wi-Fi access points have been installed at the college campus and the hostels. The students and the faculty can access Wi-Fi facility anywhere inside the campus/ Hostel.
- Internet facility is available in library with multimedia systems. The library has online e-journals subscriptions for staff and students to access E-journals and DELNET services.

c) Class rooms with ICT Facilities

- A total of 7 class rooms and 2 tutorial rooms with proper lighting, ventilation and modern facilities such as LCD projectors, Wi-Fi connection are available to facilitate effective teaching learning.

d) Laboratories

- The college has **3** well equipped computer laboratories with a total of 200 systems with latest configuration and an adequately equipped Embedded Systems Lab which greatly help for effective implementation of the curriculum.

31. Number of students receiving financial assistance from college, university, government or other agencies :

Financial Assistance from College:

S.No	Year	No.of Beneficiaries
1	2014-2015	73
2	2013-2014	21
3	2012-2013	28
4	2011-2012	54

Financial Assistance from Government:

S.No	Year	No.of Beneficiaries
1	2014-2015	23
2	2013-2014	23
3	2012-2013	39
4	2011-2012	18

32. Details on student enrichment programmes (special lectures / workshops /seminar) with external experts

S. No	Resource Person	Topic	Date
1	Mr.V.Anbalaganm Sub Divisional Engineer (CRM), BSNL Salem	Development in Telecommunication System	12.09.2014
2	Dr.R.Senthil Kumar, HOD/MCA, Narasu's Sarathy Institute of Technology, Salem	Middleware Technologies	22.09.2014
3	Prof T.Balasubramaniam, HOD/CSE, Sri Vidya Mandir Arts and Science College, Uthangarai	Preprocessing in Data Mining using WEKA	03.09.2014
4	Dr.Sridevi, Santhosam Hospital, Udumalpet	Health and Hygiene for Women and Value in Life	12.08.2014

5	D ² RC	Enrichment on Mobile Technologies	02.08.2014
6	Ms.Vijayanthi Jaganathan, Softskill Trainer, Chennai	SWOT Analysis (II Year)	22.07.2014 & 23.07.2014
7	IDBI Federal Life Insurance	Banking Correspondent and Business Felicitator Training Programme (Final year)	21.07.2014 to 24.07.2014
8	Prof.K.Balasubramaniam, Creative Management Consultancy, Trichy	Effective Time Management	18.07.2014
9	Mr.V.Benjamin Franklin, Director, Mr.Arun K.Nair & Ms.Sunitha Ranjan Transmind Consultants	The Life Changing Motivational programme	27.01.2014 to 28.01.2014
10	Entrepreneurship Development Cell, Vivekanandha Educational Institutions	Placement Training	27.12.2013
11	Dr.Arunkumar Thangavelu, Deputy Director & Professor, VIT-Vellore	Guest Lecture on Methodologies for Project Development	24.12.2013
12	Dr.S.Veerappan, Professor/Eng, VIETW	Soft Skill & Communication Skill Training	16.12.2013 to 18.12.2013
13	Face Academy, 97/49, 5 th Street, Padmanabha Nagar, Adayar, Chennai	Placement Training Technical Session	10.10.2013 & 11.10.2013
14	Mr.Muthumari, Director-Research, Ms.B.Shanmugapriya, Project Manager Ms.B.Aarthi, Quality Analyst, Elysium Technologies, Madurai	Data Mining Applications using WEKA	08.10.2013
15	Mr.K.Narayanan, Director, Unique Management Consultants, Madurai	Personality Development Impact of Yoga & Meditation worship your parents	24.09.2013
16	Face Academy, 97/49, 5 th	Technical Session on	03.09.2013

	Street, Padmanabha Nagar, Adayar, Chennai 600020	C, C++ & Java	to 08.09.2013
17	Mr.Alex, Soft Skill Trainer, Placement Cell	Communication and Soft Skill Development	14.08.2013 to 17.08.2013
18	Mr.Alex, Soft Skill Trainer, Placement Cell	Activity Based English for Communication	24.06.2013 to 25.06.2013
19	Mr.Sridhar, Triesten Technologies Pvt., Ltd., Chennai	Office Automation Tool	15.02.2013
20	Ms.Padmaja, Mentor, MMA Student Chapter Activities, Chennai	Personality Development	16.02.2013
21	Mr.V.Prakash, Manager- Marketing Chapters, Madras Management Association, Chennai	Personality Development	16.02.2013
22	Mr.K.Sundaresh, CEO, Elysium Technologies Pvt., Ltd, Madurai	Hands on Training on Network Simulator NS	23.01.2013
23	Mr.Vijayakumar, Regional Manager, STC Technologies Pvt., Ltd.,	Current Scenario of Software Industries in Recruitment Process	09.01.2013
24	Ms.Brindha Jayaraman, Family Therapist, Trainer, Director of Anchor Self Help Access(ASHA) & Co-founder of Chennai Counselors Foundation, Chennai	Life skill Development for the Budding Technocrats	03.01.2013
25	Mr.P.Ravikumar, System Engineer, VCEW	Basics of System Software Utilities & Hardware Troubleshooting	28.12.2012 & 29.12.2012
26	Mr.S.Yogeswaran, Head, SRM Infotech, Tiruchengode	Hands on Training on Integrated Framework ASP.NET Conducted by ISTE Students Chapter	13.12.2012

27	Ms.Yasmin Librarian/VIIMS	Orientation Program - Library Resource Management	06.12.2012
28	S.N.Ravichandran, Managing Director, Nilgris Chemical Stoneware Co.(Pr) Ltd., Coimbatore	Industrial Interface on Cyber Security	30.01.2012
29	Mr.M.Vijayakuamr, Senior Analyst, Dell International Services, Bangalore	Corporate Trends & Open Source	25.01.2012
30	Mr.S.Natarajan, Senior S/W Engineer, Netsoft Solutions, Bangalore	Current Industry Process-Recent Exposures, Practices & Trends in S/W Industries	17.12.2011
31	Dr.Kunthavi Shanmugam, MBBS Gobi	Inspiring Guidance on Self Realization for enriching your life	09.11.2011
32	Dr.A.Murugesan, HOD, Dept of English, VICAS	Basics of English and Soft skill Development for Final Year MCA	28.11.2011 to 02.12.2011
33	Mr.Sivaprakasam & Mr.Suresh, AIM First Institute of Higher Studies, Namakkal	Aptitude Training Program for Final Year MCA	23.08.2011 to 24.08.2011
34	Mr.S.Ravi, System Engineer,VCEW	Workshop on Hardware Servicing and Practices	02.08.2011
35	Mr.S.Yogeswaran, SRM Infotech, Erode	Asp.Net Technologies	22.07.2011
36	Mr.D.Balamurugan, Project Leader, Sathyam Computers, Chennai	Web Technology	12.03.2011
37	Mr.B.Saravanan, Senior Project Leader, Financial Systems & S/W Pvt., Ltd., Chennai	Application Development in Unix and Shell Programming	22.01.2011

33. Teaching methods adopted to improve student learning

- a) Video lectures from NPTEL/Webcasting/Webinars.
- b) Role playing method is adopted
- c) Animated videos to explain more technical concepts
- d) Use of online testing
- e) Forums, blogs, Webinars are used to provide variety in learning experience
- f) The class room session are embedded with “Monotony Breakers” –games ,chats, quiz etc., to sustain student interest and energy
- g) Best Practices used by the faculty members are shared in the department meetings for the benefit of other members.

34. Participation in Institutional Social Responsibility (ISR) and Extension activities

Institutional Quality Dimension	Extension- Activities that promote the qualities
Promote Institution Neighborhood community network	<ul style="list-style-type: none">❖ Community service through N.S.S❖ Contributing best practices to the local industries❖ Dental camps, Eye camps, Blood Donations
Student Engagement	<ul style="list-style-type: none">❖ Facilitating to realize the self through psychometric analysis❖ Offering training & development based on individual caliber & expectations❖ Motivating the student to prepare for civil service, bank examinations
Contribution to good citizenship & service orientation	<ul style="list-style-type: none">❖ Special camps in local villages to study the life style and socio-economic profile of the residents. It enables the students to realize the importance of their contribution to the local community and thereby the character of service orientation and good citizenship builds.

35. SWOC analysis of the department and Future plans

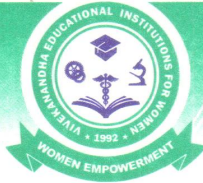
STRENGTH	WEAKNESS
<ul style="list-style-type: none"> ❖ Experienced, dedicated and highly qualified faculty members. ❖ ICT-enabled student centric facilities. ❖ Well equipped Laboratories. ❖ Effective Mentoring System to deal with socio-technical issues of the students. ❖ Anna University recognized R&D Centre for research activities. ❖ Constant support from AICTE, CSIR, ICMR to contribute to growth of the department. ❖ Consistent Academic Performance. ❖ Scholarships for the Students. ❖ Free Transport 	<ul style="list-style-type: none"> ❖ Proficiency Level of first graduate students from rural area is poor. ❖ The students opting for research from PG course is not significant.
OPPORTUNITY	CHALLENGES
<ul style="list-style-type: none"> ❖ Opportunities from sister institutions for the faculty to participate in Seminars/ workshops/ conferences ❖ Research Development 	<ul style="list-style-type: none"> ❖ Students with heterogeneous background. ❖ Faculty Training and Development. ❖ A constant change in technology that challenges the employability of the students. ❖ Exposing the teaching faculty to the Industrial scenario and get them trained in an industry

Future Plans of the Department

- ❖ To enrich soft skill training programme.
- ❖ To increase faculty publications
- ❖ To establish industry / academic interactions or collaborations with regional / national / international bodies.
- ❖ To make extensive use of NPTEL.
- ❖ To ensure that every faculty member obtains doctorate degree.

PART – F

DECLARATION



VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES

SPONSORED BY : ANGAMMAL EDUCATIONAL TRUST.

Accredited by NBA New Delhi, Approved by AICTE, Affiliated to Anna University, Chennai.

Elayampalayam - 637 205. Tiruchengode, Namakkal Dt., Tamil Nadu.

Phone : 04288 - 234030, FAX : 04288 - 234894, 04288 - 224130.

Website : www.viims.ac.in email id : mbapincipal@gmail.com

VIVEKANANDHA
EDUCATIONAL INSTITUTIONS

Declaration by the Head of the Institution

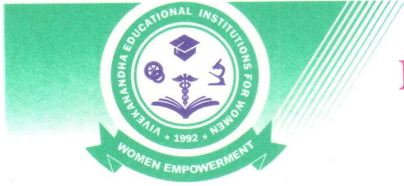
I certify that the data included in this Self-study Report (SSR) are true to the best of my knowledge.

This SSR is prepared by the institution after internal discussions, and no part thereof has been outsourced.

I am aware that the Peer team will validate the information provided in this SSR during the peer team visit.

Place: *Elayampalayam*
Date: *20.07.2015*

DIRECTOR
DIRECTOR,
Vivekanandha Institute of Information
and Management Studies,
Elayampalayam P.O., Tiruchengode Tk.
Namakkal Dt, Tamil Nadu - 637 205



VIVEKANANDHA
EDUCATIONAL INSTITUTIONS

VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES

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Website : www.viims.ac.in email id : mbapincipal@gmail.com

Certificate of Compliance

(Affiliated/Constituent/Autonomous Colleges and Recognized Institutions)

This is to certify that **Vivekanandha Institute of Information and Management Studies** fulfils all norms,

1. Stipulated by the affiliating University and / or
2. Regulatory Council/Body (such as UGC, NCTE, AICTE, MCI, DCI, BCI, etc.) and
3. The affiliation and recognition (if applicable) is valid as on date.

In case the affiliation / recognition is conditional, then a detailed enclosure with regard to compliance of conditions by the institution will be sent.

It is noted that NAAC's accreditation, if granted, shall stand cancelled automatically, once the institution loses its University affiliation or Recognition by the Regulatory Council, as the case may be.

In case the undertaking submitted by the institution is found to be false then the accreditation given by NAAC is liable to be withdrawn. It is also agreeable that the undertaking given to NAAC will be displayed on the college website.

Date : 20.07.2015
Place : Elayampalayam

DIRECTOR

DIRECTOR

Vivekanandha Institute of Information
and Management Studies,
Elayampalayam P.O., Tiruchengode Tk.
Namakkal Dt, Tamil Nadu - 637 205.

PART –G

ANNEXURES



ANNA UNIVERSITY

CHENNAI - 600 025, INDIA

Phone : (O) 22352161, 22357004

(R) 22420095

Fax : 91-44-2235 1956

Gram : ANNATECH

E-mail : registrar@annauniv.edu

REGISTRAR

Lr. No. 087 / CAI / Permanent Affln. / 2013-14

Dated:21.04.2014

To

The Principal,
Vivekanandha Institute of Information and Management Studies,
Elayampalayam, Tiruchengode,
Namakkal – 637205.

Sir,

Sub: **Permanent Affiliation** - Granting of Permanent Affiliation for the existing programmes – 2013-14 – Reg.

Ref: 1. Resolution 53.3 of 53rd SCA meeting held on 04.10.2013.
2. Resolution 228.26 of 228th Syndicate held on 28.01.2014.

I am to inform that under the provisions of section 7.6.2 of the Anna University statutes for affiliation, **Permanent Affiliation** for the existing programme(s) is granted for the following B.E. / B.Tech. / B.Arch. / M.E. / M.Tech. / M.B.A / M.C.A programme(s) with the sanctioned intake indicated against each from the academic year 2013-14 at **Vivekanandha Institute of Information and Management Studies, Elayampalayam, Tiruchengode, Namakkal – 637205.**

Sl. No.	Degree	Programme(s)	Sanctioned intake	Year from which Permanent Affiliation is granted
1	M.B.A.	Master of Business Administration	120	2013-14

The above said status of Permanent Affiliation is granted subject to the following conditions:

1. The college should obtain extension of approval by the UGC / AICTE / COA / DGS as applicable for every academic year for the above mentioned programmes with the corresponding sanctioned intake. In the absence of extension of approval from the appropriate authority, the Permanent Affiliation now granted will not be valid.
2. In case of increase in intake granted by the appropriate authority for a permanently affiliated programme, the college should apply to the University for the grant of affiliation for the increased intake and orders of the University should be obtained for increasing the intake of the permanently affiliated programme.

3. The college should continue to fulfill the requirements for the above mentioned programmes as per the norms and standards of the University and the laboratory requirements as per the curricula and syllabi of Anna University, Chennai for these programmes.
4. The college should strictly adhere to and comply with the provisions of Anna University Act / Statutes / Regulations norms and standards / guidelines or any other law time being in force.
5. The permanent affiliation granted may be suspended / withdrawn after adopting the procedures laid down in the Regulations, if the college fails to comply with the provisions made in this behalf or the college has failed to observe / implement any of the conditions of affiliation or the college has conducted in a manner which is prejudicial to the interests of University education and/or students.
6. Notwithstanding the granting of Permanent Affiliation, the university reserves its right to inspect the college to verify the continued fulfillment of the affiliation requirements as prescribed by the University for the programmes concerned.
7. The Permanent Affiliation is granted without prejudice to the right of the University of requiring production of certificate required under Section 37-B of Tamil Nadu Land Reforms (LC) Act 1961 subject to the decision of the Hon'ble High Court of Madras in W.A.No. 3454 / 2002 batch and W.A.No. 3482 / 2002 batch.
8. The Management is directed to submit a duly signed undertaking on a Rs.20/- non-judicial stamp paper to the Registrar, Anna University Chennai, Chennai-600 025, within 15 days from the date of receipt of this letter to the effect that the conditions specified above will be fulfilled.



Copy to:

1. The Commissioner of Technical Education, Chennai – 600 025.
2. The Controller of Examinations, Anna University Chennai, Chennai – 600 025.
3. The Director, Student Affairs, Anna University Chennai, Chennai – 600 025.
4. The Director, Academic Courses, Anna University Chennai, Chennai – 600 025.
5. Master File.

Yours sincerely


REGISTRAR
REGISTRAR
ANNA UNIVERSITY
CHENNAI-600 025

Us 21/4/14



ANNA UNIVERSITY

CHENNAI - 600 025, INDIA

Phone : (O) 22352161, 22357004

Fax : 91-44-2235 1956

Gram : ANNATECH

E-mail : registrar@annauniv.edu

REGISTRAR

Lr No. 02 /AFFLN/CAI/AU/CBE/2015-16/6133

Date: 12-05-2015

To

The Principal,
**Vivekanandha Institute of Information and Management
Studies, Elayampalayam Tiruchengode Namakkal-637205**

Sir,

Sub: AU - AFFILIATION - Provisional Affiliation for the existing course(s) / New course(s) / variation in intake - U.G. / P.G. for the academic year 2015-16 Granted - Reg.

- Ref: 1. Your application for affiliation for the academic year 2015-16
2. AICTE Approval for the academic year 2015-16.

I am to inform that under the provisions of Section 7.6.1 of the Statutes for affiliation of Anna University, Chennai, **Provisional Affiliation** for the continuation of the existing course(s) / new course(s) / variation in intake in the existing course(s) is granted for the following U.G / P.G. courses with the sanctioned intake mentioned against each course for the academic year **2015-16** at **Vivekanandha Institute of Information and Management Studies, Elayampalayam Tiruchengode Namakkal-637205**.

Sl. No.	Degree	Course(s)	Sanctioned Intake	
			2014-15	2015-16
1	M.C.A.	Master of Computer Applications	120	120

The above said Provisional Affiliation is being granted subject to the fulfillment of the conditions mentioned below:

- Production of Originals of AICTE / COA / DGS approval and all other related documents for verification, whenever demanded by the University.
- Verification by a committee towards the fulfillment of the conditions mentioned above and the continued fulfillment of the requirements for the above-mentioned course(s) as per the norms and standards of AICTE and the laboratory requirements as per the curricula and syllabi of Anna University, Chennai for the above courses. In the event of any violation/infringement of the above said conditions and / or the provisions of Anna University, Chennai Act / Statutes / Regulations, AICTE Act, norms & standards / regulations / guidelines or any other law time being in force, suitable action including suspension / withdrawal of affiliation of course(s) may be initiated against the college.
- Under no circumstances, fresh admission be made in the above course(s) during the academic year 2015-16, until and unless the continuation of provisional affiliation is obtained from the University.

The Provisional Affiliation is granted without prejudice to the right of the University of requiring production of certificate required under Section 37-B of TAMILNADU Reforms (LC) Act 1961 subject to the decision of the Hon'ble High Court of Madras in W.A. No. 3454 / 2002 batch and W.A. No. 3482 / 2002 batch.

The Chairman should submit an undertaking duly signed on a Rs.100/- non-judicial stamp paper to **The Registrar, Anna University, Chennai - 600 025**, as per the format enclosed towards grant of continuation of affiliation for the academic year 2015-16.

Yours sincerely,



Copy to:


REGISTRAR
REGISTRAR
ANNA UNIVERSITY
Director CAI CHENNAI-600 025

1. The Commissioner of Technical Education, DOTE campus, Chennai - 600 025.
2. The Regional Officer, Southern Regional Office, AICTE, 26, Haddows Road, Shastri Bhawan, Chennai 600 006.
3. The Controller of Examinations, Anna University, Chennai - 600 025.
4. The Director, Student Affairs, Anna University, Chennai - 600 025.
5. Master file.



All India Council for Technical Education
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-India.org

F.No. Southern/1-2456201665/2015/EOA

Date: 07-Apr-2015

To,
The Principal Secretary
(Higher Education) Govt. of Tamil Nadu,
N. K. M. Bld. 6th Floor Secretariat,
Chennai-600009

Sub: Extension of approval for the academic year 2015-16

Ref: Application of the Institution for Extension of approval for the academic year 2015-16

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F-No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	Southern	Application Id	1-2456201665
		Permanent Id	1-4510331
Name of the Institute	VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES	Institute Address	VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES ELAYAMPALAYAM, TIRUCHENGODE - 637 205, NAMAKKAL DT, NAMAKKAL, Tamil Nadu, 637205
Name of the Society/Trust	ANGAMMAL EDUCATIONAL TRUST	Society/Trust Address	ELAYAMPALAYAM (PO),TIRUCHENGODE,NAMAKKAL,Tamil Nadu,637205
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2015-16

Application Number: 1-2456201665*

Page 1 of 3

Note: This is a Computer generated Letter of Approval.No signature is required.

Letter Printed On:11 April 2015

Printed By : AE885521



All India Council for Technical Education
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

Application Id: 1-2456201665			Course	Full/Part Time	Affiliating Body	Intake 2014-15	Intake Approved for 15-16	NRI Approval status	PIO Approval status	Foreign Collaboration Approval status
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATION	FULL TIME	Anna University, Chennai	120	120	NA	NA	NA

Note: Validity of the course details may be verified at www.aicte-india.org>departments>approvals

The above mentioned approval is subject to the condition that VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Dr. Avinash S Pant
Actg Chairman, AICTE

Copy to:

- The Regional Officer,**
All India Council for Technical Education
Shastri Bhawan 26, Haddows Road
Chennai - 600 006, Tamil Nadu
- The Director Of Technical Education,**
Tamil Nadu
- The Registrar,**
Anna University, Chennai

Application Number: 1-2456201665*

Page 2 of 3

Note: This is a Computer generated Letter of Approval.No signature is required.

Letter Printed On:11 April 2015

Printed By : AE885521



All India Council for Technical Education
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-India.org

4. The Principal / Director,

VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES
VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES
ELAYAMPALAYAM,
TIRUCHENGODE - 637 205,
NAMAKKAL DT,NAMAKKAL,
Tamil Nadu,637205

5. The Secretary / Chairman,

ANGAMMAL EDUCATIONAL TRUST
ELAYAMPALAYAM (PO),
TIRUCHENGODE,NAMAKKAL,
Tamil Nadu,637205

6. Guard File(AICTE)



All India Council for Technical Education
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-India.org

F.No. Southern/1-2454396354/2015/EOA

Date: 07-Apr-2015

To,
The Principal Secretary
(Higher Education) Govt. of Tamil Nadu,
N. K. M. Bld. 6th Floor Secretariat,
Chennai-600009

Sub: Extension of approval for the academic year 2015-16

Ref: Application of the Institution for Extension of approval for the academic year 2015-16

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F-No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	Southern	Application Id	1-2454396354
		Permanent Id	1-434721841
Name of the Institute	VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES	Institute Address	VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES, ELAYAMPALAYAM, TIRUCHENGODE - 637205, TIRUCHENGODE, NAMAKKAL, Tamil Nadu, 637205
Name of the Society/Trust	ANGAMMAL EDUCATIONAL TRUST	Society/Trust Address	ELAYAMPALAYAM (PO), TIRUCHENGODE, NAMAKKAL, Tamil Nadu, 637205
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2015-16

Application Number: 1-2454396354*

Page 1 of 3

Note: This is a Computer generated Letter of Approval. No signature is required.

Letter Printed On: 11 April 2015

Printed By : AIC001127



All India Council for Technical Education
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7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

Application Id: 1-2454396354			Course	Full/Part Time	Affiliating Body	Intake 2014-15	Intake Approved for 15-16	NRI Approval status	PIO Approval status	Foreign Collaboration Approval status
Program	Shift	Level								
MCA	1st Shift	POST GRADUATE	MASTERS IN COMPUTER APPLICATIONS	FULL TIME	Anna University, Chennai	120	120	NA	NA	NA

Note: Validity of the course details may be verified at www.aicte-india.org>departments>approvals

The above mentioned approval is subject to the condition that VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Dr. Avinash S Pant
Actg Chairman, AICTE

Copy to:

- The Regional Officer,**
All India Council for Technical Education
Shastri Bhawan 26, Haddows Road
Chennai - 600 006, Tamil Nadu
- The Director Of Technical Education,**
Tamil Nadu
- The Registrar,**
Anna University, Chennai

Application Number: 1-2454396354*

Page 2 of 3

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Letter Printed On:11 April 2015

Printed By : AIC001127



All India Council for Technical Education
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7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-India.org

4. The Principal / Director,

VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES
VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES, ELAYAMPALAYAM,
TIRUCHENGODE - 637205,
TIRUCHENGODE, NAMAKKAL,
Tamil Nadu, 637205

5. The Secretary / Chairman,

ANGAMMAL EDUCATIONAL TRUST
ELAYAMPALAYAM (PO),
TIRUCHENGODE, NAMAKKAL,
Tamil Nadu, 637205

6. Guard File(AICTE)

**VIVEKANANDHA INSTITUTE OF INFORMATION &
MANAGEMENT STUDIES**

Elayampalayam - 637 205. Tiruchengode

BALANCE SHEET AS ON 31.03.2014

₹ . IN LAKHS

PREVIOUS YEAR 31.03.2013	PARTICULARS	SCHEDULE	CURRENT YEAR 31.03.2014
	Sources of Funds:		
34.90	Current Liabilities	A	34.13
20.35	Branch & Divisions	B	52.52
55.25	Total		86.65
	Application of Funds		
33.65	Fixed Assets	C	32.68
21.60	Current Assets	D	53.97
0.00	Branch & Divisions	B	0.00
55.25	Total		86.65

Place : Tiruchengode

Date : 29.09.2014

Prof.Dr.M.KARUNANITHI
Chairman & Secretary



C.S.SUNDAR
Chartered Accountant



25

**VIVEKANANDHA INSTITUTE OF INFORMATION &
MANAGEMENT STUDIES**
Elayampalayam - 637 205, Tiruchengode

SCHEDULE - A - CURRENT LIABILITIES

₹ . IN LAKHS

PREVIOUS YEAR 31.03.2013	PARTICULARS	CURRENT YEAR 31.03.2014
5.01	Advance Fees Received	0.78
3.05	Cauton Deposits	3.05
0.00	Installment fee	0.16
0.38	Sundry Creditors	0.07
1.34	EDC AICTE FUND (MBA)	1.34
5.47	Laptop Fee	6.04
0.07	Expenses Payable Account	0.56
0.50	CSIR	0.50
0.31	D2RC Software Course	0.00
6.74	Staff development program	6.71
0.13	Placement program	0.00
0.01	Staff group Insurance	0.00
0.20	MCA Awareness Programme	0.20
0.40	Faculty Development Program A/c	0.40
7.16	VIIMS AICTE Modrop A/c	7.16
0.02	VIIMS Edc MBA	0.78
0.29	VIIMS SDB Aicte Fund A/c	-1.10
0.07	MBA Seminar A/c	3.49
0.15	MBA Project	0.15
3.60	Aluminium Association Fees	3.55
0.00	Hostel Medical insurance	0.23
0.00	Professional Tax	0.05
34.90	Total	34.13

BRANCH AND DIVISION -SCHEDULE B

PREVIOUS YEAR 31.03.2013	PARTICULARS	CURRENT YEAR 31.03.2014
20.35	Angammal Educational Trust	52.52
20.35	Total	52.52

Place : Tiruchengode

Date : 29.09.2014

Prof.Dr.M.KARUNANITHI
Chairman & Secretary



C.S.SUNDAR
Chartered Accountant



VIVEKANANDHA INSTITUTE OF INFORMATION &
MANAGEMENT STUDIES
Elayampalayam - 637 205, Tiruchengode

FIXED ASSETS SCHEDULE - C

₹ IN LAKHS

PREVIOUS YEAR 31.03.2013	PARTICULARS	CURRENT YEAR 31.03.2014
56.71	Computer	56.70908
8.58	Computer Software	8.57939
0.24	Bio Metric Software	0.24435
0.06	Lab Equipments	0.06126
0.20	LCD Projector	0.72
34.87	Library Books	39.784377
0.26	Printer	2.03168
6.84	Electrical Items	6.94368
0.12	Furniture & Fittings	0.12
0.08	Camera	0.075
0.64	Projector	0.635
108.60	Total	115.90
74.83	Less : Depreciation Provision	83.22
33.77	Total	32.68
CURRENT ASSETS - SCHEDULE - D		
PREVIOUS YEAR 31.03.2013	PARTICULARS	CURRENT YEAR 31.03.2014
21.61	Bank Accounts	52.57
0.25	General expenses advance	1.35
-0.31	Salary Advance	0.00
0.05	TNEA Deposit	0.05
0.00	Loan and Advance	0.00
21.60	Total	53.97

Place : Tiruchengode
Date : 29.09.2014

Prof. Dr. M. KARUNANITHI
Chairman & Secretary



C.S. SUNDAR
Chartered Accountant



**VIVEKANANDHA INSTITUTE OF INFORMATION &
MANAGEMENT STUDIES**
Elayampalayam - 637 205, Tiruchengode

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2014

₹ IN LAKHS			
PREVIOUS YEAR 31.03.2013	PARTICULARS	SCHEDULE	CURRENT YEAR 31.03.2014
151.41	Income	E	189.32
143.44	Expenses	F	178.45
7.97	Excess Of Income Over Exp	Total	10.87

INCOME - SCHEDULE - E

PREVIOUS YEAR 31.03.2013	PARTICULARS	CURRENT YEAR 31.03.2014
151.41	Term Fees & Other Fees	189.32
151.41	Total	189.32

Place : Tiruchengode
Date : 29.09.2014

Prof. Dr. M. KARUNANITHI
Chairman & Secretary



C.S. SUNDAR
Chartered Accountant



**VIVEKANANDHA INSTITUTE OF INFORMATION &
MANAGEMENT STUDIES**
Elayampalayam - 637 205, Tiruchengode
EXPENSES - SCHEDULE - F

78

PREVIOUS YEAR 31.03.2013	PARTICULARS	IN LAKHS CURRENT YEAR 31.03.2014
85.74	Salary & Allowances Expenses	91.10
20.32	University Administrative Expenses	23.03
0.96	Accomodaion Expenses	0.98
0.00	Lab Expenses	0.00
2.90	Adminstrative Expenses	0.04
0.53	Advertisement Expenses	0.00
0.02	Audit fee	0.00
0.03	Bank Charges & Commission	0.35
0.18	Computer Maintenance	0.03
0.11	Consordium Exam Fee	0.00
0.04	Exam Remuneration by director and HOD	-0.14
0.00	College Day Expenses	1.27
0.00	Degree and Provisional Cert. Fee	0.00
0.27	Postage & Telegram	0.43
0.20	Fees Concession	0.00
0.00	Frieght Charges	0.00
0.00	Guest Lecturer Remuneration	1.37
0.26	Honorarium paid	0.00
0.00	Industrial Visit Exp	0.00
1.10	Placement Training Expenses	1.12
0.00	MBA Placement Expenses	0.00
0.00	Membership Subscription	0.27
0.00	News Papers & Magazines	4.06
0.02	Office Maintenance Exp	0.02
0.18	Printing & Stationery Expenses	6.69
0.00	Seminar Expenses	2.02
3.38	PF Contribution	0.00
0.00	Function Expenses	0.00
0.78	Refreshment Expenses	3.30
2.36	Repair & Maintenance Expenses	1.32
0.62	Sports Day Function	0.00
0.00	Cleaning , Sweeper & main. Expenses	5.29
0.62	Subscription	0.00
0.00	Students Safty Insurance	0.00
0.44	Travelling Expenses	0.32
2.74	Electric Bill Charges	9.71
0.01	Gift Expenses	0.01
4.37	Books and Periodicals	0.00
2.47	Books & Note Expenses	0.00
1.89	Vehicle Conveyance	0.40
0.00	Vehicle Maintenance	1.20
1.37	Uniform Expenses	10.60
0.24	Telephone Expenses	0.33
9.32	Depreciation	6.63
0.00	Flower Expenses	0.00
0.00	Fuel Expenses	0.03
0.00	General Expenses	1.29
0.00	Guest Lecturer programme Expenses	2.18
0.00	Internet Expenses	0.84
0.00	MMA Programme	1.83
0.00	Transportation Expenses	0.53
143.44	Total	178.45

Place : Tiruchengode

Date : 29.09.2014

Prof.Dr.M.KARUNANITHI
Chairman & Secretary

C.S.SUNDAR
Chartered Accountant



VIVEKANANDHA INSTITUTE OF INFORMATION & MANAGEMENT STUDIES FOR WOMEN
Elayampalayam - 637 206, Tiruchengode.

DEPRECIATION STATEMENT FOR THE YEAR ENDED 31.03.2014

S.NO	ASSET	RATE OF DEP.	GROSS BLOCK			DEPRECIATION			NET BLOCK		
			AS ON 1.04.13	BEFORE 30.09.13	ADDITION AFTER 30.09.13	TOTAL AS ON 31.03.14	AS ON 1.04.13	C Y DEP	TOTAL AS ON 31.03.14	AS ON 31.03.13	TOTAL AS ON 31.03.14
1	COMPUTER	60%	5670908			5670908	5365150	183455	5548605	305758	122303
2	LIBRARY BOOKS	10%	3423615	554823		3978438	1101150	287729	1388879	2322465	2589559
3	COMPUTER SOFT WARE	60%	857939			857939	685656	103370	789026	172283	68913
4	LCD PROJECTOR	15%	72000			72000	46882	3768	50650	25118	21350
5	PRINTER	60%	203168			203168	203168	0	203168	0	0
6	CAMERA	15%	7500			7500	1603	885	2488	5897	5012
7	LAB EQUIPMENTS	15%	6126			6126	2646	522	3168	3480	2958
8	FURNITURE & FITTINGS	15%	12000			12000	6676	799	7474	5324	4526
9	BIOMETRIC READER SOFTWARE	60%	24435			24435	20454	2388	22843	3981	1592
10	ELECTRICAL FITTINGS	15%	683500	10868		694368	212642	72259	284901	470858	409467
11	PROJECTOR	15%	63500			63500	13573	7489	21062	49927	42438
	TOTAL		11024691	565691	0	11590382	7659599	662663	8322262	3365091	3268119

Place : Tiruchengode
Date : 29.09.2014



Prof. Dr. M. KARUNANITHI
Chairman & Secretary

